

# Sponsor

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

JULY 6, 1964 PRICE 40¢

Politics 1964—sponsors are the sure winners . . . . 23  
Colorado radio—national value in a statewide study . 38

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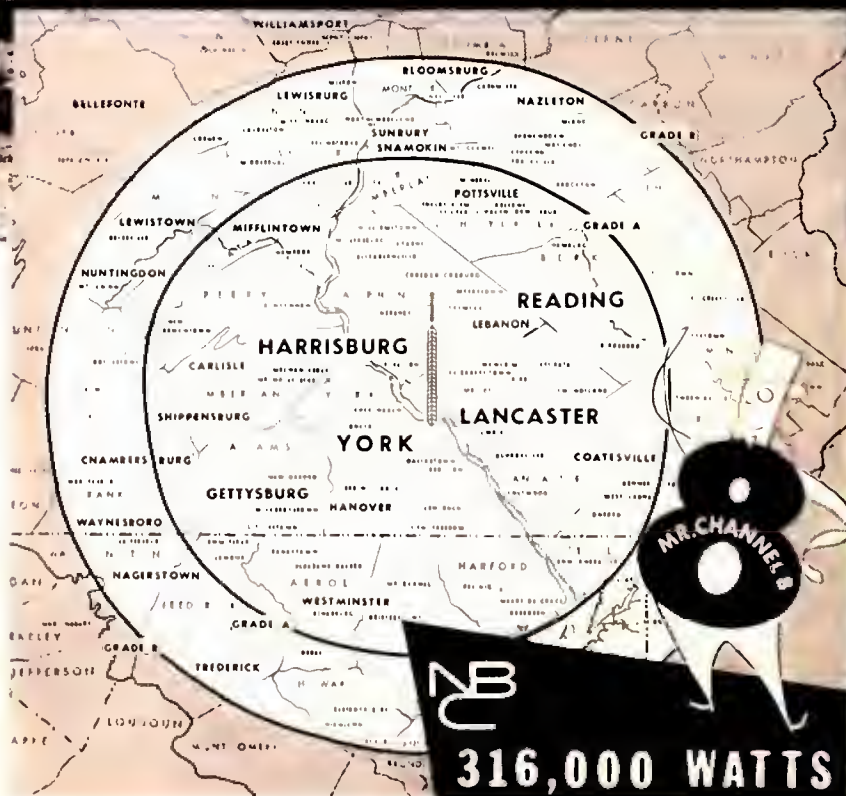


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**MULTI-CITY TV MARKET**



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**Channel 8**  
**Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

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# Rep Bids Networks Put Minute Breaks Between Shows To Help Reduce Clutter

**Adam Young says longer breaks could eliminate clutter; some key reps agree, other quarters cite more problems than advantages**

New York — Station rep Adam Young has a plan for the elimination of tv clutter — and he's introducing it via an ad in industry trade publications. At the heart of the Young proposal is the suggestion that the networks schedule one-minute breaks between shows instead of the current 40-second ones.

Young further urges the networks to "place both the opening and closing commercials of programs far enough from the break to eliminate the feeling of clutter," and he asks network affiliates to adopt a policy of placing only one spot between network shows.

"Based on research we have done," Young said, "we believe the adoption of these suggestions will meet with almost unanimous approval among advertisers. To begin with, most of them have a strong preference

for the one-minute message and, of course, almost all prefer the island position."

Some key reps contacted by Sponsor indicated sympathy for the Young proposal, noting that affiliated stations have in recent seasons been faced with the mounting problem of finding prime time for the one-minute announcements offered them. And some have been forced to preempt prime time to schedule local programs.

Critics of the proposal foresaw possibility of stations breaking the network

## NAB Meets Re Collins

Washington — A meeting of the full 44-member board of directors of the NAB will be held July 14 at O'Hare Inn, Chicago, to deal with the problem of the vacancy to be left by LeRoy Collins' imminent departure for a government post.

The board will decide how the NAB will be run in the interim period until a new president is chosen. It will also decide the category from which the next president will be selected — from among broadcasters or from the ranks of public figures.

allowance down into two or three spots, suggested that the bulk of the minute spots might become piggybacks. They also argued that if an advertiser could buy one-minute breaks he might well pull out of network.

# AAAA Reports Agency Profits Dropped Slightly in 1963, But Dollars Increased

**Spokesman says picture isn't as bleak as it looks, points out that profits have declined for 10 years while gross went up in seven**

New York — Profits for the nation's advertising agencies showed a slight decline (down .27 percent) in 1963 as compared with the previous year's profits, according to the American Association of Advertising Agencies in a just-released report. Despite the small drop, an AAAA spokesman declared that "the picture isn't as bleak as it looks," pointing out that most agencies actually showed an increase in dollar profits.

It was also pointed out that many agencies have adopted profit-sharing plans and that payments into these plans have shown an increase (up .24 percent) in 1963 as opposed to 1962. Also, a substantial increase in what was called "unbillable client expense," largely in the area of research, was recorded.

Over a 10-year period, net profit has shown a steady decline — from 5.41 percent of gross income in 1954 to 3.7 percent in 1963. But again it was pointed out that in seven out of 10 years, agencies recorded higher dollar profits.

A breakdown of costs in 1963 shows that the nation's agencies spent 67.99 percent of gross income on pay-

roll, a decline over previous years. In 1954, payroll accounted for 69.87 percent and the figure has been dropping slowly over a 10-year period.

Total expenses in 1963 were recorded as 94.36 percent of gross, an increase of .36 percent over the previous year.

## Engelke Heads up Media on Tinker's Alka-Seltzer Acc't

New York — With the take-over date from Wade Advertising officially set as September 1, media functions on the Alka-Seltzer account for the Miles Product Division of Miles Laboratories, Inc., will be handled by Jack Tinker & Partners, an Interpublic agency.

The media department at Tinker, currently in the throes of organization and planning, will be headed by Robert Engelke, former vice president and media director at Ted Bates. Orders for both space and time will come directly from the Tinker organization. Media research and other services of a technical nature will be purchased by Tinker from other Interpublic facilities.

## ABC's Political Coverage Draws New Sponsor Dollars

New York — About the only ones scurrying faster than William Scranton to summon support for the political conventions and the election are ABC and CBS. The former, with perhaps the biggest sales problem on its hands as the first convention looms, made an 11th hour dent in the unsold portion of its tv package late last week.

The three new buyers: Firestone Tire & Rubber (Sweeney & James); General Electric (Young & Rubicam) and Lever Bros. (Ogilvy, Benson & Mather). Joining Xerox (which has one-third of the package) are Brown & Williamson (one-eighth) and Clairol. These orders bring ABC-TV to nearly 75 percent SRO.

ABC Radio, the only one of the major radio networks with its own convention-election package, has so far sold one-quarter (to L&M).

CBS' tv-radio package is about 62 percent sold; NBC has been sold out for over a year.

(For a report on the convention-election, see "Sponsors Are Sure Winners in '64 Election," page 23.)



## Bell Tells California Broadcasters Code Demands 'Reasonable' Proof of Claims

San Francisco — "We do not seek absolute validation of a claim in a commercial," Howard Bell, NAB code director, told the California Broadcasters Association convention. "We seek only reasonable validation."

Underscoring maintenance of a "standard of reasonableness," especially in view of the code authority's growing relationship with agencies, Bell declared: "All researchers may not agree that a certain claim can be made. But is there any recognized independent source that can support the claim?"

"You would be amazed at the number of times a so-called clinical study is virtually nonexistent," he continued, "and at the number of times that a claim can't be supported at all."

If it cannot be supported, Bell argued, "the claim has no business

being made over broadcast facilities."

Bell also suggested that it is time to take a good look at certain code standards (including time standards) with an eye to developing new approaches. However, any new approaches, he said, must "continue to preserve and benefit the public's interest while at the same time providing more flexibility to the broadcaster."

As a case in point, Bell said that the code does not now deal with the matter of interruptions which current evidence indicates is a major cause of viewer irritation. It may well be that the tv code's future emphasis would be in this area, he told the California broadcasters.

Turning to the subject of piggybacks, currently a sore point with heavy spot tv advertisers who rely on them in their selling strategy, Bell said industry concern over them is not new. He added that the code took its first policy stand on this type of announcement as far back as 1956. He emphasized that piggybacks are not outlawed and declared that "the code is not concerned with the acceptability of piggybacks but rather with their placement."

Bell further stated that the code authority has never represented the new multiple-products-announcement amendment as being designed to eliminate the entire problem of clutter. "It is one factor in an over-all problem with which the code must deal affirmatively," he said.

## Collins' New Position May Hold Broadcaster Contact

Washington — Broadcasters, in their role as local businessmen, may find they will have a good deal to do with Governor LeRoy Collins when his appointment to the newly-created civil rights government post is official.

The Chamber of Commerce, without naming the prospective director, says the head of the Community Relations Service, provided for in the civil rights bill, will need strong cooperation from community businessmen.

The chamber says the purpose of the setup will be "to provide confidential help to communities and persons in resolving disputes and difficulties related to alleged discriminatory practices." Governor Collins, as head of a broadcaster association, has had thorough training in "resolving disputes and difficulties."

Secretary of Commerce Luther H. Hodges had said he expects the service to comprise a 15-man staff and an advisory committee numbering about 100. The Secretary and Chamber of Commerce president Walter F. Carey have both emphasized that it will take a good deal of cooperation from everyone involved to accomplish the mission of the Community Relations Service.

## JD Hearing Postponed

Washington — Once again the Senate Special Subcommittee on Juvenile Delinquency has cancelled its hearings on sex and violence on television. (Last tentative date set was June 25.) The Dodd committee does not expect to attempt its "revisitation" with network heads until after the GOP convention. The latter may set some new records in the way of violence — and tv will carry it all.

## RAB's Bunker Sells Radio For Travel Commercials

Sun Valley, Idaho — In a bid for hard-to-get travel advertising, Edmund C. Bunker, president of the Radio Advertising Bureau, dubbed radic as an "exciting, economical way to sell travel."

In a speech prepared for delivery before the Advertising Association of the West on July 6, Bunker described the "power of today's radio commercial as a major advertising force, best suited to tell the world about the breathtaking beauty and marvelous climate you enjoy here all year long."

Bunker declared that "purely from a budgetary viewpoint," radio spots are far less expensive to create. "From the standpoint of a group like this one — interested in doing the best possible with a relatively limited budget — this economy is vitally important."

To illustrate "radio's impact for travel advertisers," the RAB president played a series of commercials, including the RAB award-winning spot produced for Qantas Airlines.

## 1963 Radio/TV Station Profits Down

Washington — The over-all profit margin of radio and tv stations declined in 1963, says a report compiled by the NAB's Department of Broadcast Management, but prospects for a strong increase in revenue in 1964 are bright.

According to David L. Doughty, acting manager of the department, the typical radio station earned 6.4 percent profit before federal taxes on 1963 operations, as compared with 7.7 percent in 1962. On the tv side of the ledger, the 1963 profit was 16.3 percent, compared to 16.9 percent in 1962.

On the basis of the first four months of operations this year, radio

stations anticipate a 3.1 percent boost in revenue for 1964 while television expects revenues to climb by 4.9 percent.

In a breakdown of 1963 profit figures, the typical radio station recorded a 4.9 percent increase in revenue which was offset by 6.4 percent hike in expenses. Increased expenses were attributed largely to program and sales costs.

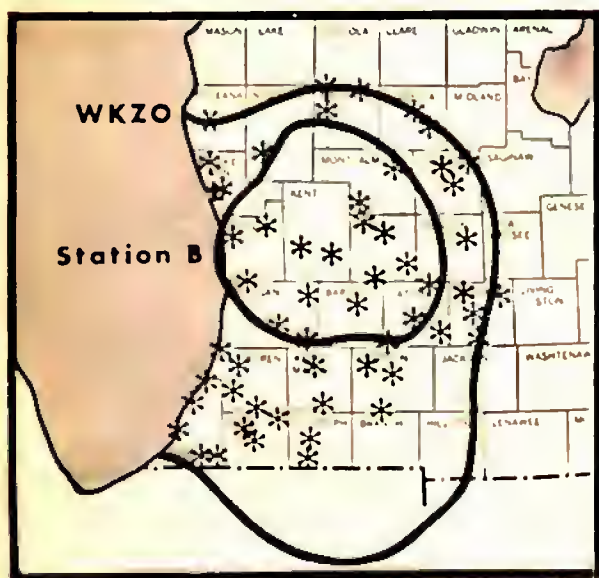
The typical television station showed a 3.6 percent increase in revenue as opposed to a 4.6 percent increase in expenses. A wage and salary cost increase was blamed in part for the narrowing of the 1963 profit margin.





**YOU MAY NEVER SEE THE LONGEST SAUSAGE\*—**

Southwestern Michigan A&P and Kroger store cities within stations' primary coverage areas



## BUT... WKZO Radio Links More Supermarkets Than Any Other Western Michigan Station!

Nothing gives you whole-hog coverage of distribution outlets in Kalamazoo and Greater Western Michigan like WKZO Radio. Take supermarkets as a prime example.

The meat of the situation is in the map at left. In the service area (.5MV. contour) of our biggest competitor in Southwestern Michigan, there are 18 A&P and 16 Kroger stores.

But in WKZO's primary service area there are 60 A&P and 33 Kroger stores—not even counting stores in our competitor's home county, even though we come in strong there. (WKZO listening there is that much more gravy to you!)

Let your Avery-Knodel man serve up all the choice cuts—free of baloney—about WKZO Radio!

*\*In 1901, 103 butchers carried a 3,000-footer through the streets of Kalamazoo.*



### The Felzer Stations

#### RADIO

WKZO KALAMAZOO-BATTLE CREEK  
WJEP GRAND RAPIDS  
WJFM GRAND RAPIDS-KALAMAZOO  
WWTY-FM CADILLAC

#### TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTY CADILLAC-TRAVERSE CITY  
WWTY-TV SAULT STE. MARIE  
KOLN-TV LINCOLN, NEBRASKA  
KGIN-TV GRAND ISLAND, NEB.

# WKZO

CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



## 23 Sponsors are 'sure winners' in '64 election

*Advertisers have the opportunity to reach tremendous numbers of homes through participation in the broadcast industry's most extensive political coverage*

### TIME/BUYING & SELLING

## 32 Skill with the memo — accents advancement

*"Putting it in writing" can make a timebuyer's time more effective and efficient, thereby enhancing advancement opportunities, says DCS&S media head*

### TV MEDIA

## 35 Bank's institutional sell draws interest

*In total departure from previous advertising, an Indiana bank uses tv to promote employees, not sell services*

## 36 Zany tv spots build clothing store's image

*A men's clothing outlet, using store personnel for "pie in the face" routines, has established Landon's as a household name in Omaha*

### RADIO MEDIA

## 38 Colorado radio — nationwide value in statewide study

*University of Denver study of radio and its audience locates and describes the consumer for all sponsors*

### SYNDICATION & SERVICES

## 43 Inside Magoo — or, what makes a top tv sales personality click

*Without seeing a pilot, NBC-TV signed for a new Magoo show for fall, sold half of it to Libby, McNeill & Libby. General Electric will renew its Magoo campaign*

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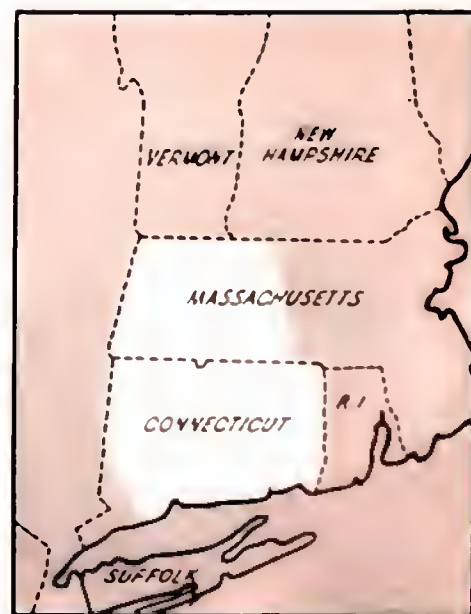


**WTIC MEANS  
GREATEST COVERAGE  
TOP PERSONALITIES  
ADULT ACCEPTANCE  
DEDICATED SERVICE  
IN RICH, RICH  
SOUTHERN  
NEW ENGLAND**

**WTIC**  **50,000 watts**

**HARTFORD, CONNECTICUT**

REPRESENTED BY THE HENRY I. CRISTAL COMPANY





# LADIES' MAN



"Sunny" the seahorse comes from the Syngathidae family on the Hippocampus side.

The male of the specie devotes his life to making things happier for the Mama Hippocampus. He's the producer in his family.

Frankly, our "Sunny" goes all out to please the ladies. He brightens their days and nights.

That's why the ladies of Tampa-St. Petersburg go for him.

We'll let him produce for you, too!

# WSUN

TELEVISION  RADIO  
TAMPA - ST. PETERSBURG

*If you feel we've been chewing too much kelp, ask:*

Nat. Rep.: Venard, Torbet & McCannell  
S.E. Rep.: Bomar Lowrance & Associates

## Publisher's Report



### The NAB faces a new dilemma

■ NOW THAT IT'S ALL BUT ASSURED that Governor LeRoy Collins is leaving his post as president of the NAB to become director of community relations service under the new civil rights legislation, the question facing the industry is: "What now?"

For the present, at least, the NAB will probably continue to function under the experienced stewardship of executive vice president Vincent T. Wasilewski. A policy committee, similar to the one that served during the nine months between Hal Fellows' death and Governor Collins' assumption of office, may be appointed.

For the long haul, there will be a battle over selecting a working broadcaster or a public figure.

Last week I proposed a one-year moratorium on voting privileges for an incoming FCC commissioner while he orients himself. No such possibility is available to the new NAB president.

Governor Collins put his foot into it almost from the start. I liked him and fought for him because he was ideally equipped to perform his top assignment—to build appreciation for and advance the American system of free broadcasting. He did this well.

He didn't understand broadcasters. And I believe that any other appointee to this important office who doesn't understand broadcasters and comes with high purpose will have his hands full also.

For one thing, there's practically no subject that comes to the attention of the NAB president that doesn't have proponents and opponents. There are the networks, the big broadcasters, the little broadcasters, the daytimers, the VHFers, the UHFers and many other divisions, all clamoring for attention and consideration. Last week a network president told me he didn't think the networks should be members of the NAB. Every one of these divisions of interest and opinion has a valid argument. For the new man the result must be a nightmare.

But the industry does need a public figure at the helm. More than ever it needs a man who can protect and enhance our free enterprise system of broadcast advertising. If that man knows broadcasting, the combination could be ideal.

At irregular intervals during the past 12 years, I have advanced the thought of a federated NAB. I'm convinced that some day the industry will come to it. At this juncture, this is what a federated setup would accomplish:

It would permit a public figure to serve as president of the NAB with the division of activity that would allow him to emphasize his key job while learning the industry. He would not be involved in a crisis a minute.

It would permit a highly qualified broadcasting expert to serve as head of the tv division with his own objectives, own directors and own budget.

It would permit a highly qualified expert to serve as head of the radio division on the same basis.

It would permit the joint boards to meet and act on matters of common purpose.

It would minimize splinter groups and reduce waste. It would encourage new ideas and groups to shelter under the NAB roof.

These are worthwhile objectives.

*Norm Glenn*



# THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

July 3, 1964

Even as broadcasters came up for air after the double shock of the FCC cigaret rule and the NAB president's probably imminent exit for a government post, they were girding to meet new onslaughts. his time to protect their right to decide their own programing policies.

During FCC's oral hearing on the revised radio reporting form here last week, NAB's counsel Douglas A. Anello promised the Commission a court challenge on its programing pressures "soon." He said the test case would involve the Fairness Doctrine.

In previous month's hearings on tv program reporting forms, FCC Chairman E. William Henry had invited a court showdown by NAB on the alleged programing pressures by the Commission. Anello then said he was waiting for a "good" broadcaster case. He explained last week that he did not mean "good" in the moral sense but in the sense that it is purely a programing issue.

The NAB counsel -- and the majority of 20 spokesmen for over 50 radio licensees -- said broadcasters are still overburdened with detail in reporting their check of community leaders.

A list of other reporting requirements was put under the heading of "pressure" by NAB's Anello. He said licensees yield and accommodate FCC categories and queries rather than face agency pressure.

Pressure is implicit in required reporting of all programing outside of network and/or regular fare of entertainment, news and sports; in reporting of any "significant changes" in licensee's programing; and in having him explain how his programing compares with that of competitors in his area.

The broadcaster association spokesman found reporting of commercial less onerous in the revised form (a meld of industry and FCC compromises), than in the earlier proposals. But smaller stations, particularly seasonal and daytimers with short winter days, objected in later testimony. The composite week basis was not bad, but they said the breakdown on number of minutes of commercial broadcast per hour (from none to over 15 minutes during each hour of the composite week was unfair to them. They'd rather have a weekly averaging.

FCC Commissioner Loevinger said he thought adherence to the NA code would be enough to answer the query on radio licensee's general policy of maximum commercial time per hour. In its own statement, the FCC said it may return to its original decision to make reporting of commercial time an annual thing, rather than a three-year span at renewal. Chairman Henry wants to build up a record of broadcast commercialism.

Mutual Broadcasting network said the forms show an anti-network bias for radio. The forms' insistence on separate reporting of "non-network" 1-

CONTINUED ON NEXT PAGE



# THE WEEK in WASHINGTON

PRESSTIME REPORT FROM OUR WASHINGTON NEWS BUREAU

cal and community programing implies that the network-supplied material on national issues, politics et al, is not as valuable as the local category.

Mutual said this makes it tough for the radio network service (Mutual owns no stations) to line up affiliates. They might have added that it also makes it tough to attract national and regional advertising to radio network programing.

Getting back to the cigaret hazard warning on labels and advertising: the tobacco industry wound up its say last week before the House Commerce Committee and found the majority of the members sympathetic.

The cigaret manufacturers' stand is now: defer action until medical and statistical studies are correlated into stronger proof than the "conclusions" offered in the Surgeon General's report on smoking and health. Four North Carolina congressmen and a Virginia senator have obliged with resolutions to bar FTC's rule for two years.

Alan S. Donnahoe, who has a strong background as a statistician as well as being vp of the Richmond Times-Dispatch and News Leader, testified early in the week, said the FTC based its rule on a mandate that was statistically biased, full of contradictions and highly inconclusive.

He selected at random a number of odd findings culled from the seven unrelated surveys on which the report based its conclusions:

The cigaret smoker who reaches 70 increases his life expectancy with more smoking from then on. Men who had smoked cigarets for less than 15 years had a slightly lower mortality rate than non-smokers.

"Discontinuing" pipe smokers had higher mortality rate than either smokers or non-smokers. "If these statistics can be believed, it is quite safe to smoke a pipe, but highly dangerous to discontinue the practice."

Also: cigaret smokers who exercise heavily live longer than non-smokers who take no exercise. Smokers among married men have about the same mortality rate as non-smokers who are single. Low income males have more than double the rate of lung cancer of high income males.

Donnahoe backed his own doubts of the "too many variables" behind the report's conclusions with medical quotes: Dr. Joseph Berkson, Mayo medical statistician, found "seriously questionable" the tie-in of cigaret smoking with so many types of diseases and deaths. Dr. William Cochran, lone statistician on the Surgeon General's advisory committee said biological mechanism must be found to prove smoking a cause of lung cancer.

The tobacco spokesmen were warned by Representatives Springer and Rogers not to lean too far away from acknowledging any credence in the health factor in cigaret smoking.

After all, said Rep. Springer, the millions spent in developing and advertising filters was proof that the manufacturers were both aware and trying to "do something" about the health problem. Tobacco people stoutly insisted they did it "to combat an inference."





In December, 1960,  
Metromedia presented Mohini,  
the rare white tigress  
of Rewa, India, to the National  
Zoological Park as a  
gift to the children of America.  
Today, there are two  
white tigers in Washington.





## POLITICAL DOLLARS

THE GRADUAL DISAPPEARANCE of sponsor hesitancy to put advertising dollars behind campaigns that would display their products next to — or in — political broadcast coverage at the national level is something now taken in stride.

It wasn't too long ago that even contemplation of such a move would have taken all the courage the average client could muster. The "instant documentary" of a political party's convention was partisan politics of the first order, and the fear that consumers of opposing political conviction would associate a product with the anathema of the other political side must have been a nightmare to be reckoned with.

That such sponsorship came about is a tribute to agencies with the courage to suggest it, as well as to the advertisers who saw the public need for such coverage and pioneered the field.

In this issue, Mel Silverberg's story takes a look at broadcast politics 1964-65. Probably the major highlight is the intense competition between the networks to win the ratings battle. This is reflected in a tripling of network expenditures over their 1960 outlay. It's an expense no network can hope to recover totally, but the smooth selling of news and public affairs programs for some time, they feel, hinges on their showings. Witness the fact that, following the last presidential convention and election coverage, NBC, with a hatband full of rating feathers, was able to sell out its coverage of the coming conventions and election as early as April, 1963.

Mel also takes a clinical look at political ad dollars going to groups and being spent at the local level. His story begins on page 23.

*Sam Elber*

## LETTERS

### No-rerun in Portland

I have read with much interest the article on page 22 of your June 15th issue "Bucking the Summer TV Selling Trend." We heartily applaud the CJOH-TV experiment but hasten to say that this "experimental" summer program activity has become a well-watched, well-sold reality on WGAN-TV.

Our extreme interest in this area began in the winter of 1961-62 with increased awareness that Maine's summer visitors, numbering in seven figures, came mostly from major population centers. With three network services available, these viewers had been exposed to many programs that would normally rerun during the summer months, and would appreciate a variety of scheduling and fare.

Our audience research led to the discovery that a substantial number of tourists were from the French-language eastern provinces of Canada. Additionally, nearly 100,000 permanent viewers in this market are of French Canadian descent. For this group, a popular CBC French Network program, "Dans tous les Cantons" was added to our prime time schedule. It was telecast in French, with a small amount of English language narration, a first on U.S. television, according to CBC officials.

Our total prime time non-rerun programming in the summer of 1962 was seven and one-half hours per week, involving time periods from 7:30 to 10:30 p.m. on week nights Monday through Thursday. Programs used ranged all the way from a first run feature to Dr. Albert Burke's thought provoking "Way of Thinking."

Needless to say, our first season was a financial disaster. Loss of network revenue and additional program expense was not offset by the willingness of timebuyers to participate in our grand experiment.

Armed with a selling slide presentation and enthusiastic viewer response from the previous summer, we visited advertisers and agencies, coast-to-coast, during the

spring of 1963. National accounts wanted more research and more result information, but we were encouraged by tangible interest from local and regional advertisers.

We commissioned Trendex to survey four important resort areas during the summer of 1963, hoping that the resultant information would add significantly to our story.

Most importantly, Trendex told us that 56 percent of our vacationer-viewers watched nighttime television. This verified something — another suspicion of ours that while Maine is unsurpassed "vacationland" it's no nighttime Las Vegas — people are watching television.

As of now, it has become apparent that increased program expenses during the summer of 1964 will be partially borne by advertisers who will, in turn, share in the benefits of audience increase we have enjoyed in the 1962 and 1963 summer seasons.

Results have improved significantly over 1963, both nationally and locally. Financially, we turned the corner in 1963 and have headed up the next street in 1964.

In addition to the 10 half-hours of non-reruns from CBS-TV we will offer nine half-hours of fresh programming this season. Thus, nearly one-third of our prime time schedule is fresh and new.

Is there another station offering this much?

Our network, I hasten to add, has been cooperative, accepting delays and living with 12 and 13 week pre-emptions. Syndicator have been helpful, too, allowing us to juggle playdates so that first runs of a 38 and 14 series may be held for summer play.

We appreciate the contribution of CJOH-TV in this hard fought fight to make our business run 52 weeks a year. And, at the same time, we would be delighted if you could cast some light on our pioneering efforts.

WILLIAM G. WADMAN  
Program Director  
WGAN-TV  
Portland, Me.



## American Offers Movies, Tv, In-Transit Pictures

Monitors in first and coach cabins will take "live" tv when on the ground, closed-circuit movies while out of telecast range, in-transit tv from camera in nose

New York — Television, both live and closed circuit, has become a weapon in the continuing competitive battle between Trans World Airlines and American Airlines. Stung by the success of TWA's in-flight movies, American has now entered the lists with the planned installation of television monitors (see photo) in all of the airline's 45 707 and 720 Astrojets.

It was pointed out that only one type of entertainment will be shown on the nine-inch screens at any given time — live tv — when the plane is on the ground or circling the field, closed circuit movies when the plane is out of range of local television stations, also in-transit pictures of terrain, takeoffs and landings from a remote camera in the nose of the plane. The camera has a wide angle lens making a picture taken from 35,000 feet appear to be about 5000 feet away.

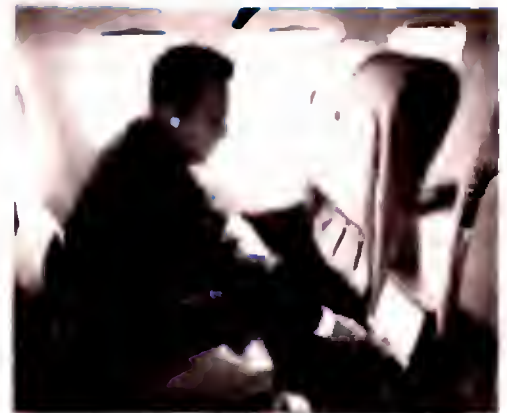
Where local live tv is offered,

a stewardess will control the choice of station from a panel in the forward cabin partition.

There will be one monitor for each two passengers in first class with the screen mounted between the seats. In coach, each monitor will serve nine passengers.

The passenger's options are watching whatever is on the screen, listening via a headset; listening to stereo music, also via a headset; or ignoring the in-flight entertainment altogether.

The new service was tested by the airlines and the Opinion Research Corporation last May. The test airplane covered nearly 100,000 miles on various routes in a



American will air air in the air

two week period with favorable passenger reaction.

American has already begun installation of the monitors and expects to complete it by September 26. Also, it is reported United Airlines is studying the possibility of offering inflight entertainment.

## Daytime Network Tv Territory for Tobacco?

With Lorillard's good-sized daytime order for ABC-TV, speculators wonder if others will seek light of day

New York — News last week that P. Lorillard had placed a relatively hefty daytime order with ABC-TV for the fall, set off speculation that more tobacco billings may be crossing back over the prime-time meridian.

Avowing no strategy switch in Lorillard's increasingly active participation in daytime (schooltime) network, a company spokesman said "broader exposure" is the aim. But the ABC order — via Fennen & Newell for minutes in *Price is Right* and *Tennessee Ernie Ford* — is the second on that network for a Lorillard brand. Schedules are currently running for Spring (Grey).

Kent and Spring are the only cigaret brands on the ABC-TV Monday-Friday daytime roster for the fall. The same two will be represented on NBC TV daytime,

however, with a Kent schedule which started last week and runs for 20 weeks in three afternoon shows. Spring's schedule, just ended, will pick up again in the fall with scattered minutes.

In addition, NBC has just signed R. J. Reynolds into the *Today* show starting July 6 through the end of the year, with multiple participations each week, representing the first cigaret sponsor on that show since 1956.

CBS-TV, which to date has no cigaret business for fall daytime, did have Lorillard in its Morning Plan during January-March of this year.

Nighttime network tv budgets are not affected by these moves into daytime, said Lorillard (Kent spent \$5,638,500 in network last year, according to *TVB*, Spring \$1,308,500).

## NBC-Owned Stations Get 1000 Films for Local Use

New York — NBC-owned stations will now be able to draw on a 1000-film library to prepare special programs tailored to local market interests. Titled U.S.A. 1000, the film library is composed of fully-edited, two- to five-minute film clips of a historical nature.

Raymond W. Welpott, executive vice president in charge of NBC-owned stations and NBC spot sales, said that this was the first acquisition by the newly formed marketing services department headed by William S. Rubens.

WNBC-TV New York has already made use of the library, producing programs in such diverse areas as baseball, football and the modern papacy.



# B&B's Hobbs Takes His Plea for Ad Quality to Japanese Ad Agency

Agency exec stresses increasing consumer sophistication; calls for simple, bold, uncluttered advertising; says people are harder to please, sell, keep sold

**Tokyo**—Continuing to hammer his theme of talking *up* to the consumer (see "Sponsor Week," June 29)—this time before employees of Japan's largest advertising agency, Dentsu—Whitman Hobbs, senior vice president in charge of creative services, Benton & Bowles, Inc., declared that American tastes are becoming more sophisticated, more discriminating, and "their demand for quality is increasing day by day."

Hobbs told his Japanese audience that Americans are "hungry for new products, new innovations, new ideas. They are becoming harder to please, harder to sell and keep sold, and they are becoming harder to fool and easier to bore."

For this reason, Hobbs said, American advertising is changing, has raised its sights. "We are talking to a smarter, younger, more vital audience," he added. "And there is so *much* advertising that in order

to be noticed at all, we must be very simple and clear and bold in what we say."

In advising the Dentsu ad workers, Hobbs declared, "We say, keep the quality of your advertising high because quality is what today's customer is seeking. Keep your advertising simple. And uncluttered. And clear. And bold. Be interesting. Be friendly. Be yourself."

He said that the philosophy behind all Benton & Bowles advertising is a "strong, simple selling idea . . . dramatically presented. This is what we set out to find for every one of our clients; a campaign that is built around one bold, easy-to-understand, easy-to-remember idea that makes the customer want to buy our product."

Principal reason for the Hobbs trip to Japan (one of the free world's bastions of commercial radio and tv) was to take part in Dentsu's 17th advertising awards



Hobbs (and Mrs. Hobbs) . . . "clean it up"

ceremony. The B&B vice president was one of five members of the Dentsu Selection Committee, International Advertising Division, who decided on Japan's five advertising ad award winners for 1964. The selections were made in New York on May 22 from entries submitted by 319 Japanese firms.

Dentsu is one of the world's largest advertising agencies, with billings of more than \$200 million last year.

In commenting on the ads submitted, Hobbs, who had been judge two years earlier, declared "This year the number of entries worthy of consideration for an award was considerably higher . . . In particular, there were more good headlines, there was more good copy, there were more interesting selling ideas. In short, the quality was higher."

## Streisand Signs Three CBS-TV Specials

**New York** — It may not be "unparalleled and unprecedented" as Barbara Streisand's publicity people put it, but the star's just-signed contract for three CBS-TV specials does put her in the class of a hot tv property.

Although CBS, as a matter of policy, is keeping mum about the actual money involved, it is substantial. Miss Streisand's spokesmen claim it is in excess of \$1 million over a two-year period beginning January 1, 1965. CBS neither confirms nor denies.

The contract calls for appearances in three specials produced by Miss Streisand's company and could ultimately cover a 10-year

period in which, her spokesmen said, she would earn a minimum of \$5 million.

Claims that "no other performer has ever received such contractual concessions in his transactions with networks" are discounted by industry insiders. Any number of performers has been lured into tv, or from network to network, with contracts calling for big money, tax saving devices and other concessions. Jack Benny's move to CBS in early days is case in point.

In four years as a performer, Miss Streisand has enjoyed a phenomenal career as a nightclub singer, recording artist and star of a Broadway musical.

## School Bells To Ring for 100 Radio-Tv Executives

**Washington** — 100 radio and television executives from 35 states will be going back to school this summer. Occasion is the National Association of Broadcasters' sales management educational courses at Stanford University Graduate School of Business (Aug. 16-22) and Harvard University Graduate School of Business (Aug. 23-29).

Objective of course is development of skills used in analysis and solution of sales management problems.



# McCann Loss Is Burnett Gain in Nestle Pullout

Leo Burnett wins lion's share of almost \$9 million in billings in account switch; Warwick & Legler gets rest; McCann will handle Nestle international

White Plains, N.Y. — Leo Burnett is the major beneficiary of Nestle's \$8.8 million pullout from McCann-Erickson. The selection of that agency and, to a lesser degree, Warwick & Legler, suggests that broadcast media will continue to reap at least the three-quarters share of the shifting billings that it got in 1963.

For if McCann-Erickson is among the top air agencies (it ranked fifth last year, spending \$97 million or 50 percent of its total billings in radio and tv), Burnett is not far behind. It ranked seventh,

spending \$90.2 million in air media, and might even be considered more committed to broadcast, as that outlay represented 70 percent of the agency's total billings. Warwick & Legler is an up-and-comer in the ranks. Last year for the first time it was included among the top 50 radio-tv agencies (No. 49), placing \$9.2 million or 40 percent of its total billings in broadcast.

Here's how the agency realignment breaks down:

Burnett, which last February got Quik milk additive from McCann (\$2.3 million), now gets Nescafe

(\$5 million), Ever Ready Cocoa Chocolate Bars and Morsels, Cookie Mix and Choco-Bake (totaling about \$300,000). Quik spends about \$2 million in network tv, most of the remaining budget in spot tv. Nescafe's tv outlay has been a bit under \$1.5 million but it is active in spot radio.

Warwick & Legler, which last year got Decaf Instant Coffee and some new products from McCann (\$2 million), now gets Nestea (about \$3 million). Decaf's tv budget is just under \$500,000 (all in network) and the account is also active in spot radio. Nestea spends about \$2 million in network tv, \$400,000 in spot tv.

VanSant, Dugdale, which has been handling some minor Nestle business (Crosse & Blackwell and Keen Instant Soft Drink), now gets Hot Cocoa Mix, but total billings at that agency are still estimated at under \$600,000, with very little broadcast involved.

McCann-Erickson will continue to handle Nestle international advertising. All other changes take effect October 1.

## Collins: Broadcast Will Dress up Convention

Says coverage will make for business-like atmosphere; also cites U.S. involvement in global broadcast

Berkeley, Calif. — Despite his impending civil rights appointment, LeRoy Collins, president of the NAB, continues as a spokesman for the organization — this time, predicting that radio and television will force substantial changes in the format of our national political conventions.

"The impact of television and radio coverage," observed Collins, speaking at the University of California, Berkeley, "will force the conventions to present a more orderly and business-like atmosphere to the viewing and voting public."

Governor Collins, himself the 1960 Democratic National Convention Chairman, said that the television camera and a more sophisticated and better-educated American people will "impel the parties to compete in the quality of their conventions as well as in the quality of their candidates."

Discussing party platforms, Collins said tv will cause the political parties gradually to abandon the formal campaign platform. "It is difficult," he said, "to present a detailed platform to a television audience and very dangerous to party

unity to try to amend the proposed draft with the entire nation watching. There is a great possibility of the viewing audience misunderstanding the underlying issues in a platform fight."

In still another address, this one before the 67th Congress of the American Optometric Association in New York, Collins had a word about communications satellites and the future of broadcasting.

He said that the satellites which are whirling through space now are the "forerunners of dozens more which will revolutionize our industry of mass communications."

"In radio and television," the NAB president continued, "with the coming of the satellite, the broadcaster is not about to become involved in international broadcasting next year, or next month — he is involved now."

Collins further pointed out the U.S. decision to "permit the establishment of a privately financed and operated satellite corporation was an expression of confidence that American privately owned and operated broadcasting has much to offer to the world."

## Newspaper Audience Falls Below Number of Tv Sets

New York — Tv has chalked up a new record for itself: for the first time the total number of television sets in the U.S. has outstripped the total circulation of the nation's daily newspapers.

According to the Television Bureau of Advertising, total sets in homes and public places reached 60 million in 1963 while daily newspaper circulation totaled 58.9 million. Newspaper circulation figures for 1964 are not available, but the television set count had risen to an estimated 61.9 million as of January.

In 1962, newspaper circulation was still ahead of sets, 59.8 million to 58.2 million. And in 1950, the first year of TvB's comparison report, sets totaled 4 million as against 53.8 million newspapers. In the 13 years that followed, the number of sets soared to the tune of 56 million while newspapers rose by 5.1 million.



HERE COME THOSE COONSKIN CAPS AGAIN!

## NBC Going All-Out on Daniel Boone Promo

**New York** — In what has been described as tv's biggest promotion campaign since the days of Davy Crockett, NBC-TV will go all-out in its merchandising treatment of its new series, *Daniel Boone*, three months before the show premieres on September 24.

Sponsors have also begun to join the *Daniel Boone* fold. Signed to date are Hoffman-LaRoche, Inc., Scott Paper, Union Carbide and Pharmacrast.

In discussing the promotion campaign, Norman Lunenfeld, manager of merchandising, NBC Enterprises, declared, "A wide selection of merchandise tied in with NBC-TV's new adventure series will be on the shelves of retail stores and supermarkets three months before the show starts."

Buyers for retail chains and supermarkets will get a preview of both the merchandise and the program on July 16 in New York.

This is the first time that a merchandising campaign based on a television program has been inaugurated before the program went on the air, Lunenfeld said. "Enthusiasm for the Boone image and its impact in the promotional field is already at fever pitch," he added, "and every indication is that its suc-

cess will quickly assume record proportions."

Licenses have already been signed for *Daniel Boone* teeshirts, pajamas, toy forts and soldiers, toy replicas of such frontier vehicles as wagons and canoes, Indian teepees, dolls, frontier jackets and trousers, a *Daniel Boone* hat, a cap-fired replica of a Kentucky long rifle, bubble gum with frontier trading cards

and an unlikely piece of frontier equipment in the form of a *Daniel Boone* lunch kit complete with thermos bottle.

Also, franchises have been negotiated for a fan club called the *Daniel Boone Trailblazers Club*. Membership cards have already been printed and are being offered to youngsters via a series of comic-books.

## Hitchcock Closed-Circuits Press Conference On NBC-TV Suspense Hour Set for Fall

The macabre knocker says he'll continue to rap the plugs; "the sponsors know a knock's as good as a boost"

**New York** — Buffoon and bon vivant Alfred Hitchcock held a five-city press conference via closed circuit to herald this fall's *Alfred Hitchcock Hour* on NBC-TV (Mondays, 10-11 p.m., EST).

Seated on a mock throne in NBC's Rockefeller Center studios, Hitchcock graciously permitted members of the press in four other cities to fire away at him—and proved that his reputation for wit and waggyery is not undeserved.

Interviewers, located in home

studios of WRC-TV Washington, WRCV-TV Philadelphia, WNBO Chicago and KWTY-TV Cleveland, could see Hitchcock on monitors but he could not see them. When his hour-long grilling was over, the famed director and tv master-of-ceremonies met the New York press.

Asked if he would continue to disdain his tv sponsors, Hitchcock said he would "because they know a knock's as good as a boost." Among those who've already signed for his celebrated treatment are Liggett & Myers through J. Walter Thompson; Union Carbide through William Esty; Polaroid, Doyle Dane Bernbach; Scott Paper, JWT; Hoffmann-LaRoche, Inc., through McCann-Erickson; Pontiac, via MacManus, John & Adams; Plymouth, N. W. Ayers; Speidel, McCann-Marschalk; Max Factor, Carson/Roberts; Standard Brands, JWT; Chanel, Inc., through Norman Craig & Kummel.

Liggett & Myers is in program on weekly basis, the rest have scattered minutes except for Standard Brands and Chanel, which are in once or twice only. Thus program is, in trade terms, "in good shape."

As in the past, the Hitchcock hour will be a full-hour anthology of suspense stories.

## Cigaret Sales Drop Since Warning

**Washington** — With the Surgeon General's report and subsequent publicity, the sale of cigarettes has dropped sharply—800 million packs since the report was issued in mid-January, according to the Department of Agriculture.

Logically, the big drop was immediately after smoking was deemed a health hazard — from 15 to 20 percent. Later, the decline slowed up and cigarette sales are running about 6½ percent under the previous year.

The Agriculture Department said that between July and December, 1963, cigarette consumption was 6.5 billion above the level of a year earlier, but the sharp decline wiped out the early lead.

The department also pointed out that tobacco companies were attempting to meet objections indicated in the Surgeon General's report, and some have introduced or are test-marketing new brands of filter-tip cigarettes, most featuring charcoal filters.



# Ketchum's Alcoa 90 Tops Entries At International Ad Film Festival

Stop-motion tv institutional for Alcoa closures awarded grand prize; other American entries garner even dozen at the 11th annual competition in Venice

Venice, Italy — Top honors went to Ketchum, McLeod & Grove, Inc., at the 11th Annual International Advertising Film Festival. Agency won the grand prize for television with its 90-second commercial for Aluminum Company of America closures.

With intensive screening by more than 1300 delegates to the festival, U. S. entries won 10 awards in the tv category and two citations in the cinema or film classification.

The prize-winning, stop-motion Alcoa commercial featured an electronic sound track simulating talking bottles, cans and jars. Silence at the climax added a touch of drama in the telling of an institutional protection story for Alcoa closures.

Campbell Mithun, Inc., walked away with two first prizes — one for its Mishawaka Rubber Company

"Spring-Sprong-Balloon" for Red Ball tennis shoes. The spot showed a small boy and a dog trying to catch a balloon — unsuccessfully until they stop in a shoe store and don a pair of Red Ball shoes. The second first prize winner was for Gold Seal Company's glass cleaner, a 60-second spot, "Gobbles Dirt," which was a comedy demonstration of a glass cleaner meeting dirt and gobbling it up.

Doyle Dane Bernbach also garnered a first prize for its 60-second Volkswagen of America snow plow commercial.

Young & Rubicam drew a sec-

ond prize for two in a series of 60-second commercial for Johnson & Johnson Band-Aids. Doyle Dane Bernbach received two diplomas of recognition in tv for a Polaroid spot, "Sleeping Boy," and for its Laura Scudder Potato Chip "Boy Scout" commercial; another diploma to Campbell Ewald for its "Cannon Balls" entry for Chevrolet trucks; diplomas went to MPO Videotronics for its White Owl Cigar "Sidewalk Cafe," and to Leo Burnett Co. Inc., for its Schlitz commercial, "Pierre Skater."

The cinema award winners included a second prize to Campbell Ewald for its 55-minute Chevrolet film, "Pinnacle," and a diploma of recognition to Gerald Schnitzer Productions for its entry, "Frozen Action," also for Chevrolet.

Winners were selected from almost 1000 entries. U. S. judges included Richard L. Gelb, president of Clairiol, Inc., and Gordon Webber, vice president and director of broadcast commercial productions, Benton & Bowles.

## 4A Consumer Study Fieldwork Nears End

New York — Final fieldwork is being completed and results tabulated in AAAA's ambitious study-in-depth of consumer reaction to advertising in general and to specific advertisements. But completion of the project is well in the future.

With AAAA's research people working with Harvard in an effort to do a detailed, objective study, and the mass of information and analysis necessary, chances are the report won't be published by Harvard until the fall of 1965 but — some interim reports of progress are anticipated.

Harvard has fed the results of its fieldwork to AAAA in New York where it has been tabulated. The next step, and the big one, is analysis.

First analytical phase of the study was revealed at the AAAA's April meeting. At that time, Donald L. Kanter, Tatham-Laird, Inc., Chicago, chairman of the AAAA Committee on Research, said, "We have tried to represent reliably, consumer reaction to advertising in general and advertisements in particular. We

have given the consumer his day in court and we have tried to reflect his views as precisely and fully as we know how to do so."

## STV Pushes Culture Hard Prior to West Coast Debut

Los Angeles—Subscription Television, Inc., continues to trot out its "cultural" big guns in advance of the system's bow in Los Angeles on July 17 and San Francisco on August 14. Latest STV announcement is that Arthur Schlesinger, Jr., Max Lerner and William Laurence would comprise the first group of lecturers in a series of informational programs to be offered subscribers.

Last week (see "Sponsor Week"), STV announced the entrance of Sol Hurok into the fray and a series of concerts by name artists.

Schlesinger will discuss "The World We Want and How To Get It" on his STV appearance. Lerner has chosen "The Revolution of Values." Laurence will lecture on "The Next 100 Years in Science"

## TAPE SPOTS AT FAIR



The Tower of Light, World's Fair beacon to pilots approaching New York, is spotlighted in new United Airlines commercial, soon to be heard on over 50 radio stations. Spokesman Rod Mitchell and singer-actress Anna Maria Alberghetti turn on the tower. Spontaneous applause and cheers from the crowd constitute background to Mitchell's sales pitch.



# SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

## Record \$90 million budget switches

Headache and airline accounts may not have an affinity for each other, but in terms of categories they held the spotlight in advertiser migration during the first six months of 1964. The agency switches of Bufferin and Alka Seltzer represented \$20 million between them, while the shuttling of Eastern, National and Continental airlines totaled up \$14.5 million. Among the budget shifts of the first half of this year — all with substantial stakes in air media:

ADVERTISER	FROM	TO	\$ BILLINGS (in millions)
Alka Seltzer	Wade	Jack Tinker	11
Nestle Co.	McCann-Erickson	Burnett, W&L Van-Sant	10.5
H. J. Heinz	Maxon	DDB, SSC&B, KMacL&G	9.5
Bufferin	Y&R	Grey	9
Eastern Air	Benton & Bowles	Y&R	8
U.S. Tire	Fletcher Richards	DDB	6
Pepsodent, etc.	FC&B	OBM, SSC&B	5
Metrecal, etc.	K&E	Undetermined	5
Kaiser Jeep	NC&K	Compton	4.5
National Air	Papert, K&L	K&E	4.5
Lestoil	F&S&R	LaRoche	4
Quaker Oats	Compton	DDB	3
Tender Leaf	JWT	Bates	2.5
Drewrys	MacFarland	DDB	2
Continental Air	JWT	McCann-Erickson	2
Wrigley	EW-R&R	Kudner	1.5
Guild Wine	Cappell, P&R	Compton	1
First National City	BBDO	LaRoche	1
Frito-Lay	EW-R&R	Y&R	1

## Tv's bonanza in specialty areas

People who talk about the relatively static status of nighttime network tv program sales may not be aware of the rapid development and expansion of revenue in other network areas, particularly in the specialty field. Take sports, for instance: at the rate it's been going, sports should reach close to the \$90 million mark next season. Three or four years back the tally wasn't half that. Then there's news: with the expansion of the Huntley-Brinkley, Cronkite, Cochran programs to 30 minutes, the income has jumped at least \$25 million. (This is based on an added 1250 commercial minutes times an average of \$20,000 per minute.) Add to this the sturdy growth of daytime television and the fact of *Tonight* and *Today* selling at full rate

and you've got altogether a pretty vital medium in terms of both the exchequer and viewer inducement.

## Big first half for DDB, F&S&R

Doyle Dane Bernbach has come out the strongest — and by quite a margin — in the backing and filling of account transfers during the initial six months of this year. It was also a Fuller & Smith & Ross period of well-being. Following is how some of the agencies balanced out:

Agency	Total Account Gain (in millions)	Total Account Loss (in millions)	Balance (in millions)
Doyle Dane Bernbach	\$15.5	\$ 3.5	+\$12
Fuller & Smith & Ross	11	4.5	+ 6.5
Young & Rubicam	9	9	0
McCann-Erickson	2	10.5	— 8.5
J. Walter Thompson	1	4.5	— 3.5
Benton & Bowles	5.5	8	— 2.5
Compton	7.5	9	— 1.5

## More cigarettes for spot radio

Spot radio continues to be the summer beneficiary of cigaret campaigns in burgeoning measure. R. J. Reynolds put Salem (Esty) into a special eight-week run for a limited number of markets. Lorrillard (Lennen & Newell) is expanding schedules for Newport while American Tobacco has Lucky Strike and Tareyton (BBDO) alternating flights. There's been a cut-back on Pall Mall, temporarily. You'll recall that following the U. S. Surgeon General's report there was a slowdown on advertising of the straight cigaret brands. Mainly to revise commercials. The straights are now pretty much back to where they were in spot radio.

## Cigaretts' tv \$31 million in 4th quarter

The harried cigaret makers are definitely not pulling in their dollars from network tv come the last 1964 quarter. The top six tobacco companies will have record outlays for that period. At least one of them, American, requires additional support. It's pushing hard on two newcomers, Carlton and Montclair, while in the wings there's Half-n-Half. Worthy of note is this: the competition isn't joining with American



in shying away from sports. During the final quarter R. J. Reynolds, Philip Morris and Lorillard, jointly, will underwrite sports broadcasts to the tune of around \$6 million. Following is SPONSOR SCOUT's breakdown of cigaret commitments for the fourth quarter on the basis of commercial minutes:

ADVERTISER	NIGHT PROGRAMING	SPORTS	ESTIMATED BILLINGS
R. J. Reynolds	149 <sup>1/2</sup>	66*	\$ 6,700,000
American Tobacco	189	0	6,650,000
Philip Morris	76	72**	6,300,000
Brown & Williamson	136 <sup>1/2</sup>	0	4,600,000
Liggett & Myers	108	0	3,800,000
Lorillard	58	35***	3,100,000
<b>TOTAL</b>	<b>717</b>	<b>173</b>	<b>\$31,100,000</b>

\* Wide World of Sports, East-West Game

\*\* NFL regular and championship games

\*\*\* Summer Olympics

## Is ABC-TV scouting P&G's Bob Short?

Report out of Cincinnati last week was that ABC-TV was trying to lure Bob Short, who is in charge of P&G daytime programing, into that area at the network. ABC-TV's version: the recent luncheon in New York which Short attended as a network guest was strictly of a client-seller nature and did not involve a job offer. Short has been with P&G for over 17 years and at one time was in charge of nighttime programing.

## NBC-TV bustles with daytime buys

NBC-TV daytime sales had quite a new and renewal business-week for itself. The orders for the fall included: Vick Chemical (cold remedies), Hartz Mountain Bird Seed, Menley & James' Contac, GE's Lamp Division, Union Underwear, Squibb, 3M Co. Here are renewals: Miles Laboratories, Jergens, Bristol-Myers. Night-time sales for the fall are still in a lull. Apparently — as sales figures it — they're waiting for the bargain signs to go up.

## Latex puts \$6 million into network

International Latex has committed itself for \$6 million in network daytime tv. The budget

the bulk of it coming from spot — has been whacked up among the three networks, with CBS-TV getting more than the others and NBC-TV a little more than ABC-TV. Latex may expand its investment into nighttime to reach the girdle and bra buyers who have jobs outside the home. (For the piggyback situation that led up to Latex' network action see June 29 SPONSOR SCOUT.) P. S. — TVB credits Latex with an expenditure of \$1.7 million for network television in 1963.

## Miami radio looks to association

Miami radio stations are exploring the possibilities of setting up their own market association. Chances of this are quite promising. Few markets have their own organization of radio broadcasters. Main purpose of such an alliance is to: (1) strengthen radio's over-all position in the market; (2) sell the market as a radio market; (3) upgrade the local agencies' ability to use radio. Reaching back, Los Angeles has had a radio station association of its own for over 20 years.

## Scott plows preemptions into daytime

There could be a tip for tv stations and others in this: what Scott Paper is doing with the money from nighttime spots it expects to have preempted by the Democratic and Republican conventions. It's allotting it to daytime as the preemptions take place. That's the way it'll happen at NBC-TV, anyway. Most advertisers, in the event of public events preemptions, have made it a policy to put such money in their pockets rather than take make-goods.

## What will it be after Vitt?

Management at Doherty, Cliftord, Shenfield & Steers has this nut to crack: whether to return its tv buying operation to distinct media and program heads or to continue with a single v.p. over both. Decision-searching brought on by Sam Vitt's leaving to become chief aide to Dick Pinkham at Bates, July 20. Vitt functioned at DC&S as head of media and tv programs, which are



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Pinkham's twin areas. What Vitt's joining Bates will do to that agency's media-programing organizational structure will probably not be manifest for a week or two. Vitt moved into DCS&S eight years ago from Biow where he had been a timebuyer.

## **B&B loaded with test products**

Happy tidings for spot out of General Foods and Benton & Bowles. GF's two test products, which are described as having a fabulous outlook — if they click: (1) Sodaburst, now in three or four southern tv-radio markets; (2) Birdseye Vacuum-Sealed Seafood, in two midwest tv markets. Sodaburst's a frozen cylinder which, when dropped into water, becomes an ice cream soda with syrup. The seafood line consists of fillet of steak, codfish fingers and scallops with lime and sauce packed in a cellophane envelope ready for boiling. Another product in test out of B&B: Mead, Johnson's Good Measure, with the starting line consisting of a canned beef stew, a chicken mixture and a chili con carne. This piece of business could go as high as \$4 million.

## **ABC hesitant re Colgate's 'Challenge'**

ABC-TV's Tom Moore and Colgate evidently can't see eye to eye about spotting Colgate's new daytime serial, *Time of Challenge*, into the network's 3:30 to 4 p.m. strip this fall. Colgate likes to control its program when it can and Moore isn't disposed to go along. *Challenge*, written by Peer Oppenheimer, would follow *General Hospital*. Colgate owns *The Doctors*, currently on NBC-TV. Some hope may be held out to Colgate: ABC-TV wants to survey the whole field of daytime product availability before locking-in the fall schedule and there's always the possibility of a change of attitude over the course of a month.

## **Decision on 'Queen' deferred**

ABC-TV has not as yet given *Queen for a Day* official notice but it is now considering replacing it this fall with Donna Reed reruns.

The network says that it's still up in the air about *Queen* and is scrutinizing the strip's ratings closely from week to week. Meantime, NBC-TV daytime programing reports that it has been solicited by a representative of the *Queen* packager. The show, as a tv operation, had originally been with NBC.

## **New sports idea for local tv**

New programing idea making the rounds of Madison Avenue: Benny the Fan. It's for development at the local level. Based on split-screen technique. Invited fans submit questions and pre-filmed sports celebrities answer them. Price being asked for 25 markets, with the show to be scheduled between 6 and 8 Sunday evening, is \$20,000 a commercial minute.

## **Tv not moving in moving business**

Bureau of Missing Business for tv: the moving, hauling and storage category. According to a Michigan University study, 37 million American families will move this year and there are 18,000 moving van operators, but as far as tv is concerned revenue from all this is on the vanishing side. Last year the whole industry spent \$655,900 in spot and \$68,700 in network tv. The increase over 1962 was negligible. Coming down to the latest figures — a comparison of spot tv for the first quarter of each of last three years: 1962, \$212,600; 1963, \$290,400; 1964, \$10,200.

## **Madison Avenue's Friday fadeout**

Stations waiting on a Friday afternoon for a confirmation out of New York may have to reconcile themselves to this: the decision-maker may, like a lot of his fellow Madison Avenueites, have succumbed to the Friday afternoon fade-away. Put more plainly: the four-and-a-half-days-a-week syndrome. Attending the Friday seram is a special ritual. On the way out the boss tells his secretary that it'll be a longer luncheon than usual. The sophisticated secretary knows her cue. Callers are assured from 2 o'clock on



he'll be back any minute. Of course, they might as well forget about it. And the rep salesman checking the confirmation? If he's conscientious, chalk him up as a case of Friday frustration. Incidentally, one thing upper rep echelons are quite sensitive about: any cracks about themselves making the week less than a full five-day one. Somebody has to serve as a model.

### **Problem of the integrated commercial**

They could really be reaching for reasons, but some of the major advertisers with big stakes in piggybacks cite the complexity of agency copy philosophy as being detrimental to the multi-brand integrated commercial. An elucidation of this viewpoint: one brand manager prefers the hard sell and he expresses preference for an agency with the expressed outlook of a Bates. Another brand head in the same corporate setup leans to the soft sell and he wants his commercial done by an agency in the corporation's stable of the Ogilvy, Benson & Mather type. These corporate powers argue that their hands are tied with regard to this problem. They can only counsel the brands, since the brands are completely responsible for their individual success.

### **Gift Star hopes to go national in '65**

You might look for Art Porter's new trading stamp concept, Gift Star, Inc., to go national in tv in early 1965. This is the coupon-in-the-package twist which recently made its debut in regional tv. The account is at FS&R. Porter, who's Gift Star's operating executive v.p., was formerly media director and account executive, in turn, at J. Walter Thompson. Instead of selling the gift exchange coupon or stamp to the merchant, Gift Star makes the deal with the manufacturer. The account is expected to reach \$8 million by the time it's ready for national action.

### **ABC-TV's new daytime dichotomy**

For those doing business with ABC, here's the latest revamp of who's who in the network's

sales and programing department (1) Fred Pierce, from vice-president of research, sales planning and sales development, to vice president and national sales director. He reports to James Duffy, v.p. in charge of sales. (2) Ed Bleier, from national sales director to v.p. in charge of daytime sales and daytime programing. Yale Roe, daytime sales director, and Armand Grant, daytime program director, report to Bleier, who, in turn, reports to both Duffy and Ed Scherick, v.p. in charge of programing. This two-way hand holding for Bleier is a first in the ABC-TV hierarchy.

### **Metrecal to OBM, NL&B or FC&B**

Looks like either Ogilvy, Benson & Mather or Needham, Louis & Brorby will inherit the Mead, Johnson chunk of business centered around Metrecal (\$5 million) just lost by Kenyon & Eckhardt. Foote, Cone & Belding, Chicago, is also in the running. Altogether 10 agencies pitched for the account. Ted Bates was eliminated last week because Mead, Johnson's two baby products, Pablum and BiB (an orange drink for babies) were in conflict with another Bates account, Cream of Wheat.

### **American Airlines renews for radio**

American Airlines will go on with its spot radio midnight-to-dawn music format for another five years. Via DDB, rate increase negotiations have been concluded with 10 radio stations in that number of markets. Most of the extensions take after December 31. The airline's association with the medium is in its 10th consecutive year.

### **National spot radio holds '63 pace**

A SPONSOR SCORE check among key reps indicates that the second quarter of 1964 was up to last year's level in spot radio revenue, if not fractionally better. Another impression from the consensus: whereas last June's national sales were stronger than May's, it was just the reverse this year.



## Neglect Florence?

As well neglect spring, or Beethoven, or supermarkets. Cynosure of connoisseurs of beauty and tv buying, Florence is one of a kind: the nation's largest single-station market effectively serving a active agricultural-industrial area.



**W B T W**

*Florence, South Carolina*

*Channel 13 • Maximum power • Maximum value  
Represented nationally by Young Television Corp.*

*A Jefferson Standard Station affiliated with  
WBT and WBTW, Charlotte*





Advertisers have the opportunity to reach tremendous numbers of homes through participation in the broadcast industry's most extensive political coverage

## **Sponsors are 'sure winners' in '64 election**

■ NETWORK SPONSORS alone are pouring a minimum of \$12 million into the conventions-through-election coverage of the broadcast industry's most expensive and extensive political event: 1964's presidential campaign.

Comparatively, advertisers in 1960's network coverage spent over \$17 million, a figure that will be







reached this year only when all remaining time is sold.

Nevertheless, sponsors will be cashing in on the tremendous public interest generated by the national election, which four years ago, according to Nielsen figures, attracted virtually every one of the nation's 45.2 million tv homes for an average of 20 hours of viewing (conventions, debates and election night telecasts).

In the present campaign, unlike 1960 when the conventions and the election were each sold separately, network advertisers have an opportunity to buy a package of time in programs prior to, after and including the conventions and election.

"Blue chip" advertisers, such as Gulf, Xerox, American Tobacco, Purex, etc., are examples of the notable companies attracted to political sponsorship.

The networks, too, see important and material advantages accruing to the "winner" who excels

in coverage, and are accordingly budgeting outlays far beyond 1960 expenditures.

They are spending between \$24 and \$28 million (at least three times 1960 totals), and will regain no more than 70 percent if a sellout is achieved. To date, ABC has contracted for half its available minutes; CBS has sold five-eighths; while NBC sold all its time to Gulf Oil more than a year ago.

Industry sources believe that the network winning the election rating battle will attract the lion's share of sponsor dollars and viewers to its news and public affairs programming, for perhaps several years to come.

The approximately \$800,000 that the three networks spent in New Hampshire, the nation's first 1964 primary, set the tone for the even more extensive coverage given the primary contests that followed. (The New Hampshire costs prompted the observation that the ex-

penditure was nearly enough to have transported all voters from Manchester to New York, where they could have cast their ballots in the networks' studios.)

Additionally, elaborate and costly arrangements for the Republican conclave in San Francisco (starting July 13), the Democratic convention in Atlantic City (Aug. 24), and the Nov. 3 election, have been set.

One cooperative arrangement however, designed to save money is the Network Election Service.

For the first time, the networks joined by AP and UPI, will pool their election night vote-counting operations in a \$1.6 million venture. Hailed as a "great step forward" in the gathering and dissemination of news, the joint operation will save the networks at least \$1 million collectively, according to the best estimates. This will not be passed along to sponsors, but it may lay the groundwork for future cooperation that could lead to reduced charges to advertisers.

The arrangement still leaves each network free to continue individual election analyses of the meaning of the returns. At the same time, it removes a potential source of friction among the three networks and confusion for the public.

At this time of year, the Democratic and Republican National Committees both become sponsors. They made their first buys of five minute program segments on CBS and similar buys on the other networks are expected shortly. In the last presidential election, the committees spent well over \$300,000 on the networks alone.

The national spot picture, according to station reps, shows little advertiser activity, but a pickup is expected after the conventions. Blair, station representatives, however, report substantial sales for its package plan.

Election coverage plans of the various networks during the campaign period are as follows:

## NETWORK ELECTION PACKAGE SPONSORS

<u>Sponsor</u>	<u>Agency</u>	<u>Portion of Package Bought</u>
<b>ABC*</b>		
Xerox	Papert, Koenig, Lois	One-third
Brown & Williamson	Post, Keyes, Gardner	One-eighth
Clairol	Foote, Cone & Belding	30 Minutes
Liggett & Myers	J. Walter Thompson	One-fourth (Radio Network only)
<b>CBS</b>		
American Tobacco	BBDO	One-fourth
Institute of Life Insurance	J. Walter Thompson	One-fourth
Socony Mobil	Ted Bates	One-eighth
<b>NBC</b>		
Gulf Oil	Young & Rubicam	Complete

\* ABC offers separate packages for radio and tv.



## SPONSORS FOR TV NETWORK POLITICAL SPECIALS

### ABC-TV

<u>Program</u>	<u>Sponsor</u>	<u>Agency</u>	<u>Date</u>	<u>Length</u>	<u>Minutes Available in Program</u>
The Woman's Touch in Politics	Purex	Edw. Weiss	July 11	Half-hour	None
Second Women's Show	Purex	Edw. Weiss	Aug. 22	Half-hour	None
Compoign Coverage	Xerox	PKL	Sept. 16	Half-hour	None
Compoign Coverage	Xerox	PKL	Sept. 30	Half-hour	None
Compoign Coverage	Xerox	PKL	Oct. 14	Half-hour	None
Compoign Coverage	Xerox	PKL	Oct. 28	Half-hour	None

At least 18 more hours of specials are included in the ABC-TV election package.

### CBS-TV

<u>Program</u>	<u>Sponsor</u>	<u>Agency</u>	<u>Date</u>	<u>Length</u>	<u>Minutes Available in Program</u>
The Great Conventions, Port I	Nestle's Bristol-Myers	McCann-Erickson OBM	July 8	Hour	Participations
The Great Conventions, Port II	Mennen	Grey	Aug. 19	Hour	Participations

Other specials to be announced.

### NBC-TV

<u>Program</u>	<u>Sponsor</u>	<u>Agency</u>	<u>Date</u>	<u>Length</u>	<u>Minutes Available in Program</u>
Five highlights of convention platform meetings	Abbott Labs	Tothom-Laird	July 6-10	Half-hours	15
Pre-convention show	Stondord Brands Abbott Labs	JWT Tothom-Laird	July 8	Hour	4
Sunday	Abbott Labs	Tothom-Laird	July 12	Half-hour	2
Meet the Press	Abbott Labs	Tothom-Laird	July 12	Hour	5
Convention Preview	Gulf Oil	Y&R	July 12	Hour	None
Choosing o Condidote	Abbott Labs Stondard Brands	Tothom-Laird JWT	July 30	Hour	4
Five highlights of convention platform meetings	Abbott Labs	Tothom-Laird	Aug. 17-21	Half-hours	15
Convention Preview	Abbott Labs	Tothom-Laird	Aug. 19	Hour	5
Sunday	Abbott Labs	Tothom-Laird	Aug. 23	Half-hour	2
Meet the Press	Abbatt Labs	Totham-Laird	Aug. 23	Haur	5
Convention Preview	Gulf Oil	Y&R	Aug. 23	Hour	None
Eight pre-election specials	Benrus Abbott Labs Hortford Ins.	West, Weir & Bartel Totham-Laird McConn-Morscholk	Sept. 12, 17, 22, 29 Oct. 4, 13, 27, Nov. 1	Hours	None
Post-election special	Benrus Sherwin-Williams	West, Weir & Bartel Griswold-Eshlemon	Nov. 4	Hour	2



## ABC

ABC is the sole network to offer sponsors separate packages of tv and radio time, rather than a combination of both.

On a sold-out basis, its tv sponsors are collectively guaranteed a minimum of at least 345 commercial minutes. Roughly half has been sold to date, while radio has attracted an advertiser for about one-quarter of available time.

Xerox, via Papert, Koenig, Lois, will sponsor one-third of ABC's tv convention and election night coverage.

Brown & Williamson has taken a one-eighth portion of the tv package, through Post-Keyes-Gardner. And Clairol (Foote, Cone & Belding) has bought approximately 30 participating minutes.

ABC's outlay is about \$6 million for its coverage, and it will recoup no more than two-thirds of this if all available time is sold. Excluded from this estimate is the loss of revenues from pre-emption of regularly sponsored programs.

Unlike 1960, when ABC Radio broadcast the entire convention activities, the network this year offers radio advertisers a package plan. It consists of: half-hour pre-convention and pre-election specials, five minutes of news on the hour and half-hour (direct from the conventions), plus full elec-



Guests of ABC at special luncheon are (left to right): Lee Pratt, broadcast supervisor for J. Walter Thompson; Liggett & Myers advertising manager H. Copland Robinson, Jr., and Lawrence W. Bruff, L&M's advertising vice president, with ABC's Moore and Goldensohn. Liggett & Myers, via JWT, will sponsor one-quarter of ABC radio's political package.

tion night coverage. A minimum of 245 commercial minutes (plus billboards) are available. Liggett & Myers has purchased a one-quarter sponsorship. Agency is J. Walter Thompson.

ABC's radio sponsors for the last presidential election were Philco and Mennen, both for conventions and election.

Some 18 hours of video specials also have been scheduled, some included in the election package. Additionally, a number of regular weekly programs that will have a political bent are in this lineup.

Xerox will also sponsor, in full, four alternate Wednesday night half-hours of campaign coverage (Sept. 16, 30, Oct. 14, 28). Purex,

through Edward Weiss, has bought sponsorship of two half-hour pre-convention specials, featuring Lili Howard in *The Woman's Touch in Politics*, set for July 11 and Aug. 22. Sunday's *Issues and Answers*, sponsored on alternate weeks by Nationwide Insurance, will originate from the convention sites on July 12 and Aug. 23.

The five ABC-owned tv stations are selling packages and spots for local time and network adjacencies, and collectively have sold about 75 percent of all available time. This includes cutaways for local news during the convention and five minutes to and 25 minutes after the hour on election night.



Signing for Xerox' third-portion of ABC's coverage is Donald L. Clark (l), with Elmer W. Lower, ABC president of news, special events.



ABC-TV's anchor men Howard K. Smith (l) and Edward P. Morgan are on the job, with an assist from Burroughs computer in background.



Breakdown by station for packages and spot tie-ins shows:

1. WBKB-TV Chicago, sold out for conventions and election. Entire sponsorship taken by Lestoil and Shell Oil, each with one of two packages.

2. WXYZ-TV Detroit, sold out for conventions and election, on both a package and spot basis.

3. KABC-TV Los Angeles, expecting a 50 to 60 percent sellout. The outlet is now offering time on a spot-only basis.

4. WABC-TV New York, 80 percent sold for conventions, expects to be 100 percent sold by airtime. Election night is fully sponsored.

5. KGO-TV San Francisco, which is fully sponsored for both conventions and election, on a spot-only basis.

The ABC conventions and election night news team will be anchored by Howard K. Smith and Edward P. Morgan, and will utilize special talent at the conventions.

Former President Eisenhower will be an on-the-air consultant during the Republican conclave. And Democratic Senators Hubert H. Humphrey (Minn.) and Sam J. Erwin (N.C.) will join with Arthur Schlesinger, Jr., historian and former presidential advisor, in covering their party's convention.

At the two sites, ABC will have special equipment on hand. A compact and transistorized "television station" known as the "Newschief" will provide "flexible coverage." It is a self-contained videotape unit combined with microwave transmitters and receivers. Produced by the Sylvania subsidiary of General Telephone, the unit was first used by ABC at the Winter Olympics.

ABC's coverage of the major primaries, from the New Hampshire through the California contests, were broadcast entirely as a public service. The network had no sponsors for either video and radio, while spending about \$600,000 in time, equipment and personnel.

Typical of the broadcast industry's increased political scene activity, ABC this year is spending approximately \$6 million, compared to about \$1 million during 1960's campaign.

Four years ago, when conventions and election night were sold separately, ABC's sponsors were:

Conventions: Mutual of Omaha (Bozell & Jacobs); 20th Century-Fox (Charles Schlafer); Aveco (Benton & Bowles); du Pont (BBDO).

Election night — Colgate (Ted Bates) and Remington - Rand (Compton).

According to IvB, gross time expenditures by these sponsors totaled \$3,600,000.

## CBS

CBS' "1964 Election Package" consists of an estimated 62 hours of tv and 54 hours of radio program time, ranging from the eve of the Republican convention through a post-election analysis on Nov. 4. Included in the package are eight specials.

Based on a guaranteed minimum of 75 minutes of commercial tv time and an estimated 54 minutes of radio time for a one-quarter participation, the election package in its entirety consists of a minimum total of 300 tv and 216

radio minutes available to sponsors.

At a total cost of \$2,050,000 for a one-quarter participation, the network has so far sold five-eighths of the package. Sponsors signed are: Institute of Life Insurance, through J. Walter Thompson (one-quarter), American Tobacco, one-quarter, via BBDO, and Socony Mobil, through Ted Bates, has taken a one-eighth participation.

The network is spending about \$9 million on conventions through election broadcasts (exclusive of revenues lost through pre-emption of regularly sponsored programs). A sellout of the package will recoup about \$8 million. The network estimates its 1964 expenditures in dollars, labor and equipment (including projections of pre-emption losses from primaries through election night) will reach \$16 million.

CBS reports that a one-quarter sponsor can expect to reach approximately 80 percent of all U.S. tv homes (with the average home reached between 10 and 12 times), on the basis of a special Nielsen study made of the cumulative audience to the CBS-TV 1960 election package. That coverage also involved eight specials in addition to conventions and the election. It was based on a representative pattern of 75 to 91



Walter Cronkite, CBS anchor man, is set for events in San Francisco. At the site CBS has built a glass-walled studio atop the Hilton.





minutes — the anticipated range of commercials for this year's one-quarter sponsorship.

The 80-percent-of-homes projection (based on CBS' own estimate of 52 million tv homes) totals just under 42 million homes for 91 commercial minutes. According to CBS, these homes will be reached at an estimated average frequency of 12.4 times, with gross home impressions of "astronomic proportions." The network further estimates a cost-per-thousand of \$3.83 on a 91-commercial minute basis, compared to a \$4.56 CPM for 75 minutes.

Plans are in the formulation stage for several additional hours of specials, apart from the package programs. Announced to date are two hour history wrap-ups, *The Great Conventions*, Parts I and II, set for July 8 and Aug. 19, respectively. Both specials are selling minute participations. Nestle's and Bristol-Myers, for the initial show, and Mennen for the second part, will be among the sponsors.

The network will cut away for local contest coverage on election night at seven minutes preceding and 23 minutes after the hour, between 7 p.m. and 12 midnight. Plans are now in the works for sale of spots during this local time.

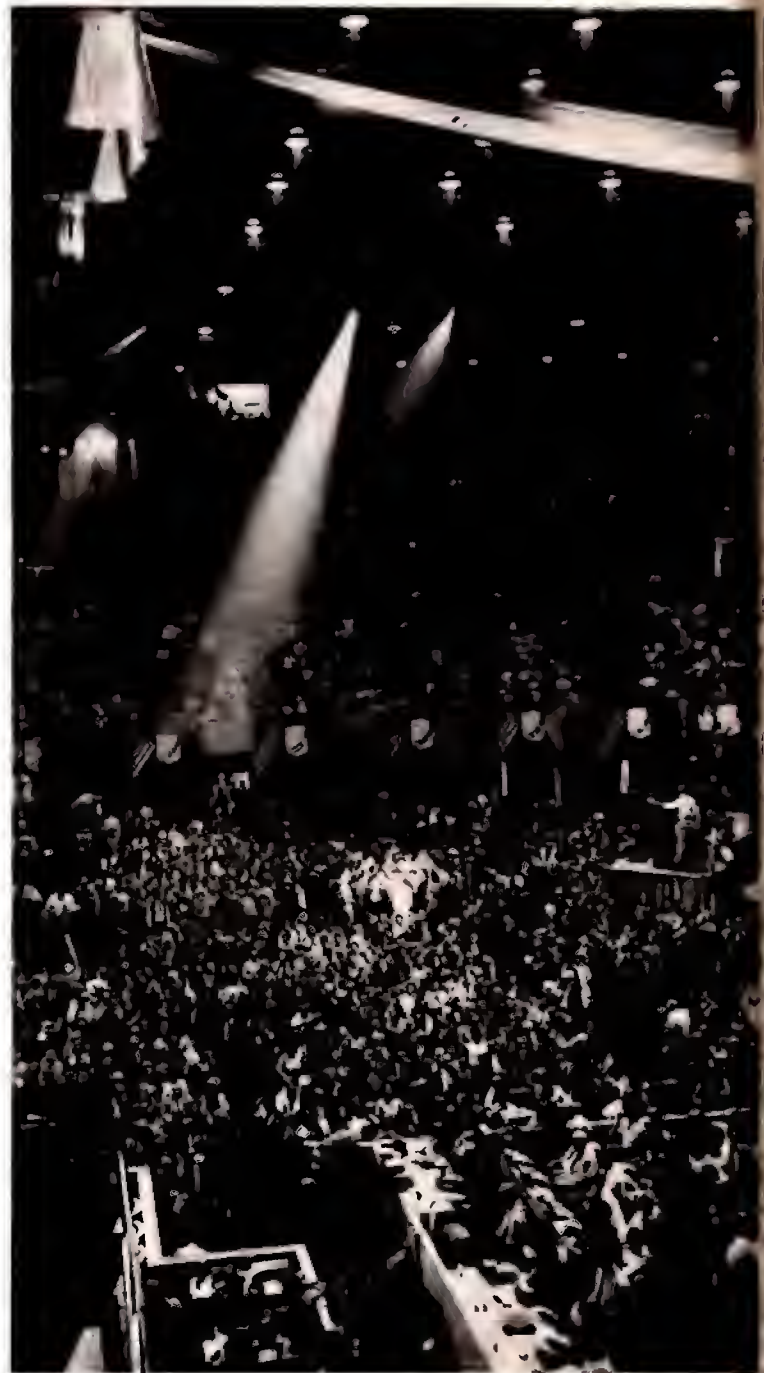
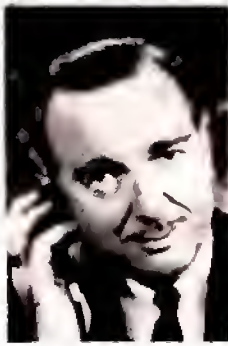
Throughout the conventions, however, CBS-owned tv stations will cut away from the network coverage only for station IDs. There will be no local participation availabilities.

CBS notes that the "greatest concentration of manpower and equipment" in its history has been assembled for the conventions.

An innovation it claims is a large glass-enclosed central headquarters situated above the convention floor, housing anchor man Walter Cronkite and his assistants.

Consultants aiding the news

CBS-TV's "Great Conventions" will deal with conclaves of the past 40 years and the Presidents and presidential hopefuls who made them memorable. Nestle and Bristol-Myers will sponsor Part I, focusing on Republicans.



These four will cover complicated convention developments for CBS including frantic scenes like this. Election team (top to bottom): Anchor man Walter Cronkite, executive producer Bill Leonard, correspondents Eric Sevareid and Harry Reasoner, seasoned convention broadcasters, all





election unit will be: Theodore H. White, Pulitzer Prize winning author of *The Making of the President 1960*, pollster Louis Harris and H. Mende Alcorn, former GOP National Committee chairman.

The network's radio coverage will be kicked off with a series of pre-convention specials (unsponsored) with Richard C. Hottelet. At San Francisco and Atlantic City, Robert Trout will be anchor man, a role he will repeat on election night.

Betty Furness will again be on the convention scene, this time in a new role as host of her regularly scheduled series, *Dimension of a Woman's World*. Miss Furness will report convention activity from a "woman's viewpoint." Her regular sponsors are Kraft, Mars Candy, Rexall, Accent, Parents Magazine, Tussy and Realemon.

Radio coverage during the last presidential election was sold to advertisers as a package with tv, similar to this year's procedure.

CBS-TV has sold, to both political parties, five-minute segments at the end of live and taped programs. The Democratic National Committee, through Doyle, Dane, Bernbach, and the Republican National Committee, via Leo Burnett,

have bought 10 five-minute periods during prime nighttime hours.

Scheduled between Oct. 11 and Nov. 1, the pre-emptions will affect 10 different CBS shows, including *The Ed Sullivan Show*, *What's My Line?* and programs starring Jackie Gleason and Danny Kaye. Precedence for such buys was established on all three tv networks in 1956. They were also used extensively in 1960.

Of the major primaries covered by CBS at a cost of \$1 million, only the first and last contests attracted advertisers. New Hampshire coverage was fully sponsored by four firms: Philip Morris (Leo Burnett), Alberto-Culver (Compton), Kemper Insurance (Clinton E. Frank) and U.S. Rubber (DDB). The California primary attracted some minute participations, but was not sold out.

CBS radio's coverage was on a sustaining basis for all primaries.

In 1960, the network sold its entire convention and election packages to Westinghouse, for about \$6,700,000, according to TvB figures. Betty Furness handled the appliance manufacturer's commercials, repeating her 1952 and 1956 roles. Agencies involved were Ketchum, MacLeod & Grove, McCann-Erickson and Grey.

## NBC

In April, 1963, Gulf Oil, via Young & Rubicam, signed with NBC for full radio-tv sponsorship for 1964 conventions and election night.

Estimated by industry sources at \$5 million, the arrangement gives NBC the distinction of being the sole network (at this writing) to have sold all available coverage time.

The exact minimum number of commercial minutes guaranteed to Gulf is not available. But based on the running time of the 1960 conventions and election coverage, SPONSOR estimates the figures to be at least 250 tv minutes.

This year, total election expenditures are expected to cost NBC at least \$6 million and might possibly reach \$8 million. Four years ago, the outlay was \$5 million. All three figures exclude loss of revenue from pre-emptions.

Of NBC-TV's 28 scheduled pre- and post-convention and election specials, 10 are fully sponsored. The number of minutes available in the remaining 18 shows, are, for the most part, at a minimum.

NBC's owned tv stations have sold, on the basis of half-sponsorships, all local time during election night cutaways. The time periods are scheduled at five minutes before and 25 minutes after the hour. Gallo Wine (BBDO) and Contac (Foote, Cone & Belding) have each bought half-sponsorships on three stations.

Advertisers on each outlet are:

1. WNBC Chicago: Contac and Gallo.
2. KNBC Los Angeles: Gallo and a local sponsor.
3. WNBC-TV New York: Contac and Gallo.
4. WRCV-TV Philadelphia: Acme Foods and Fidelity Bank.
5. WRC-TV Washington: Contac and Gulf Oil.

Local time during conventions is sold out to advertisers who had originally bought spots for regularly scheduled programming and







have elected to stay on and participate in the conventions.

NBC-TV will be relying on the talents of its newscasting team of Chet Huntley and David Brinkley, veterans of the network's 1956 and 1960 campaign coverages.

At each convention site, the network is building four complete tv studios and control rooms, and will have on hand a force of more than 500.

Special equipment that the network will utilize for flexibility, similar to that mentioned earlier for ABC, is an RCA-produced "walking tv station." The unit relays images from the point of activity without the usual cable connection. It combines a small tv camera and microwave transmitter that allows freedom of movement unencumbered by a cable.

Additionally, a recently announced new system of black beam sound, using invisible light, will give NBC floor reporters two extra audio channels for use in covering fast-breaking developments.

Four mobile units being shipped to the San Francisco site are in transit via shock-control freight cars, in what the network refers to as "Project Oops!"

The radio network operation has Peter Hackes and Russ Ward set as anchor men, with veteran broadcasters Morgan Beatty and Robert McCormick designated as convention analysts. Beatty and McCormick had been anchor men for the 1960 conventions. At that time, radio coverage also was sold with tv.

During the primaries, NBC-TV was successful in obtaining sponsors for five contests, recouping about \$250,000 of its \$2 to \$3 million expended for coverage.

The New Hampshire primary was sponsored by Benrus, Xerox and Pharmaco. The "team" of Benrus, Abbott Labs and Standard Brands were involved in the Indiana, Ohio and Maryland coverages. Together with Scott Paper and Kemper Insurance, they also were advertisers in the California

NBC-TV's David Brinkley (left) and Chet Huntley will again team for the convention-election coverage.



primary. The Oregon, Alabama and District of Columbia contests were unsponsored.

Nine sponsors, spending \$7 million, took part in NBC's political broadcasts during the last presidential campaign. The following advertisers each bought one-fifth of the convention and one-sixth of the election coverage: Brown & Williamson (Ted Bates), Lipton (SSC&B), B. F. Goodrich (BBDO) and Cowles Publishing (McCann-Erickson). RCA had a one-fifth portion of the conventions, via J. Walter Thompson, while Bristol-Myers (Young & Rubicam) took a one-twelfth segment, along with Field Enterprises (Keyes, Madden & Jones), which also bought a similar position in the election night broadcast. Also sponsors during election night were Sandran (Hicks & Greist) with a one-sixth buy and Remington-Rand (Y&R) with a one-twelfth participation.

Finally, NBC has announced live tv coverage of the general elections in Britain, to be broadcast via communications satellites Relay I and II. David Brinkley will go to London for the October event.



Jack Allen, Mutual's co-anchor man . . .



. . . and his colleague, Charles Batchelder.

## MBS

Mutual Broadcasting System, preparing extensive coverage of the upcoming political events, expects to "come close" to breaking even if it sells all its network minutes. Under arrangements with its stations, MBS has half of the commercial minutes, while the second part is sold locally by affiliates.

Industry sources report that Curtis Publishing is in the process of buying the network's entire time. But the purchase, through BBDO, has yet to be confirmed.

Under the coverage plan, the 490 MBS affiliates are guaranteed a minimum of about 90 commercial minutes as their share of broadcast time. In addition to conventions and election night, this includes a pre-convention special ("Convention Forecast"), a "Convention Roundtable" discussion at the end of each day's session, and the daily 45-minute "Review and Preview" prior to the start of activities each morning.

Mutual has been planning its "Operation Convention" since 1963. An expanded news gathering force of more than 100 will be anchored by Jack Allen and Charles Batchelder.

The network's regular list of rotating advertisers had participated in the recently concluded primary broadcasts, but no sponsors specifically bought time in the coverage. This was the case with the other radio networks.

In 1960, Mutual's full sponsor for commercial network time was Liggett & Myers, for Oasis cigarettes, through McCann-Erickson.





Gulf Oil has bought National Broadcasting Company's entire convention and election package. Buy was through Young & Rubicam. Reviewing storyboard for an upcoming commercial on NBC are Gulf executives (l-r) A. T. Spohn, advisor, retail & jobber advertising; B. W. S. Dodge, advertising director, and J. G. Googer, sales promotion advisor



Gulf Oil and Y&R executives study mock-ups of a proposed tv commercial for Gulf's NBC-TV campaign coverage. (l-r) are Charles Blood, Y&R copywriter; Craig Thompson, Gulf director of public relations, agency account executive A. C. Dalton, Paul Sheldon, director of Gulf's ad department, and Mark Stroock, agency vice president

## The Groups

SPONSOR checked with several group station operations, and found most are offering local time on a market-by-market basis, as opposed to a coverage package involving all stations.

Most also report substantial advertiser interest and expect sell-outs or close to full sponsorships by airtime, both for conventions and election. For example:

- **Corinthian Broadcasting**, selling packages combining convention and election night tv coverage, reports it is "about 80 percent" sold out. Sponsors are regional and local advertisers.

The organization takes credit for pioneering convention coverage of local state delegations at 1960's conclaves and notes that this will be standard group procedure this year.

Individual Corinthian stations have assigned a news and photo team to cover the activities of their state delegations. Reporters will feed interviews and bulletins direct from the convention floor.

In addition, each outlet is presenting half-hour time specials on the evenings prior to the start of each convention.

- **Group W** is selling full, half or quarter sponsorships, station by station, and looks for close to complete sellouts.

Sponsors are being drawn from national, regional and local advertisers. For example, WBZ-TV Boston sold its pre-primary state

convention coverage to Lestail, Stop & Shop, Volkswagen and Gas Allies. These sponsors have also bought the station's primary election returns on Sept. 10.

- **Metromedia** is selling local spots for conventions and election, also station by station. As a group, two hour tv specials are planned.

- **RKO General** is selling election coverage as a radio-tv package involving time on all its outlets, as well as market by market. No sales of the group package have as yet been made. Buys, to date, have been local.

At the scene of the Republican conclave, RKO's KHJ-TV in San Francisco has sold 75 percent of its available time. The station is using the services of former GOP Governor Goodwin Knight and Mort Sahl, comic and political pundit. Included in the list of sponsors are Household Finance, Ralston, Italian Swiss Colony Wine.

- **Storer Broadcasting** reports "a good percentage" of election-night availabilities have been sold, on a station by station basis. A sellout by election time is expected.

- **Taft Broadcasting** reports that a number of its stations have sold all local time for the conventions.

The group will have newsmen from each Taft station at the sites, and will broadcast live radio reports, while filming events as a supplement to network telecasts.

- **Triangle** expects total sellouts by airtime, for radio and tv

The group is planning 15 hours of filmed tv programs (five devoted to each convention, the remaining five to the campaign itself). In addition, there will be 15 half-hours, to be produced locally by each outlet.

Rep firms queried by SPONSOR report little national spot buying, but anticipate an increase in activity after the conventions.

One vice president at a leading rep organization sees less national spot business for this year's campaign, compared to 1960. "Sale of election coverage is a better buy for regional or local advertisers," he maintains.

He notes that major sponsors in all fields have been approached by the networks, and that those advertisers "willing to associate their products" with the election would prefer doing so on a network, rather than a local basis.

"We sent four different letters to 48 leading sponsors and their agencies," he says, and the result was almost completely negligible.

"There is a certain amount of controversy surrounding political coverage, and sponsors feel that there is more control of the political commentary on the networks as opposed to local stations."

Nevertheless, 1964 is the broadcast industry's biggest and costliest year for political coverage. Those sponsors taking advantage of the tremendous audience interest in these events stand to be this year's sure winners. ■

## Skill with

By Sam B. Vitt

Vice president in charge of  
media and programing  
Doherty, Clifford, Steers & Shenfield



Named vice president in charge of media and programing in 1963, Sam B. Vitt has moved up through the ranks since joining DCS&S in 1956 as broadcast media buyer. Since that initial post, he has successively been media supervisor, vice president and media supervisor, vice president and associate media director, vice president and media director. Prior to his present agency, he had been with the Biow Company, first as broadcast media buyer, later as associate account executive. Earlier, he was a broadcast media buyer with Benton & Bowles. His first job in the broadcast field was as tv film assistant with CBS. A member of AAAA, he is a contributor to various trade journals. In 1962, Vitt was recipient of the WRAP Norfolk (Va.) Media Award.

■ YOUR CHANCES of getting ahead as a timebuyer increase in direct proportion to the degree you learn your supervisor's job and shoulder some of his burden. And that's fair enough. Why should he worry about you if you don't worry a little about him?

Probably most of us agree with this. And even the timebuyer who may not have considered it quite this way feels it as a frustration when he barely has enough time to complete his own jobs. How can he possibly help do his supervisor's? It's not easy, of course. But then nobody said easiness was one of the ground rules. It can be done.

One way — and like so many effective approaches, it sounds almost too simple to be true — is via the memorandum.

To see this clearly you must first contemplate the nature of the memo. Properly used, it is nothing less than a communications device through which you can make your time more effective and efficient. This saves you time to put again to other endeavors. This is accomplished because a memo tends to take the fuzziness out of communications. It's something in writing and it has your name on it, and under such circumstances thinking tends to be clearer. The drawback some timebuying practitioners feel is that committing yourself in writing hampers your footwork in tight situations. Perhaps it does. But one of the purposes of good memos is to avoid tight situations. And I'm going on the assumption you're interested in getting ahead. That, in



## the MEMO—accents advancement

"Putting it in writing" can make a timebuyer's time more effective and efficient, thereby enhancing advancement opportunities, says DCS&S media head

book, carries with it the implication that your primary motivation is not "playing it safe."

I'm guessing, too, your personal philosophy is somewhat akin to your fellow young executives, recently cited in *Fortune* as follows: "The young executive knows that there are tribulations and tests of fire to pass through. But in the end, so runs his belief, the system will reward the men who merit it, and those who don't — no matter what temporary gains they may enjoy — will soon level off."

I'm assuming you're this kind of young executive. If you are, memos will help you. Here's how. First, as suggested earlier, they make things clearer; second, they establish a record; last, they contribute to more effective business relationships.

I can remember one day when my boss was writing a memo to someone we'll call George, whose office was next door. This was a special situation requesting a project from George, and, rather than just step next door and communicate it verbally, my boss wanted to be absolutely sure that the request and due date were as clear as possible.

You will note something important, too, implicit in his actions: two ingredients of good memo usage are judgment and discrimination. My boss obviously talked to George more often than he sent him memos; but this case was special, both in project and due date, and the memo was used to avoid lengthy, time-consuming conversations by clearly stating the facts in advance. If George had questions, he could come back. The purpose of a good memo, however, is to *preclude* questions through careful thinking in the first place.

Most of the time, if you follow

true to form in your job as a timebuyer, you are probably engaged in fulfilling information requests from account groups or clients or your boss, and probably you're fulfilling them much too frequently, all at the same time. Either that or you're taking action on requests from either or all of these sectors — again, with the demands frequently at the same time. Assuming you are like the rest of us, this means your mind is a splintered number of areas of concentration. How are you going to get all these things done? Precision is one answer. Knowing precisely what is required of you, you can move swiftly and effectively to fulfill the demand. A memo frequently helps you know precisely what is re-

quired of you. If the account group has not been as clear in its request as you would like, ask them to please put that request in a memo. It's sometimes surprising how the number of requests seem to decrease when this technique is used.

Second, as a record on an account, memos can be especially valuable. As I've suggested, memos should be used with discrimination, so they shall doubtless cover essential things. This is particularly handy when a new timebuyer comes on the account, or when a new account man, or even a new client, comes on. Here is a ready record which quickly brings the new person up-to-date with a good perspective on the account and how it got



Sam B. Vitt (r) discusses plans with DCS&S vice presidents Dick Olsen (l) and Sam Tarricone



where it is now. It has another equally important function, too, in my view. That of accountability.

The world insists that if something goes wrong, chances are someone — a real live person, too, — “goofed.” This is not always true. Only 99 percent of the time. Memos, properly used, thus establish accountability 99 percent of the time things don’t work out as originally intended. Is this good? I think the answer is yes, since how else is there a way to make the next go ‘round better?

Last, the properly used memo contributes to more effective business relationships. That may sound somewhat inconsistent to the thoughtful reader following my above comments, but the record demonstrates that in fact it does. Rightly used, a memo permits a timebuyer to fulfill an account man’s request effectively and efficiently while taking up a minimum of that account man’s time in getting the information to him. Further, if the request originated from the client, a good memo can be retyped almost verbatim and sent to the client under the account

man’s name. Again time is saved. Who does not feel grateful to the man who saves him time?

An additional area of advantage falls under varying personality types. More than any other business this probably is one where “getting along” with people is not only nice — it’s essential. The memo can be helpful in situations where you must deal with people who, no matter how hard you try, just don’t seem to be your “type of people.” Via a memo you limit that “danger area” of personal contact, while at the same time giving them all they require from you in a usable form. It has happened that where memos are good enough, the praise they bring mysteriously changes even very difficult people into your “type of people” after all. A gratuitous plus.

In the last analysis, of course, how memos help you get ahead hangs on how good they are. They don’t have to be literary gems or even minor works of art. But they do have to be clear, understandable, to the point. The better memos include a clear statement of the purpose of the memo. In other words,

why is it being written in the first place? Just the simple act of thinking about this sometimes deters the memo writer. Whatever the outcome, thinking about the memo has made for a clearer course of action. Then, the memo should state what is expected of the recipient. We all tend to function more smoothly when we know what is expected of us. Also, a memo should state the date by which whatever is expected of us (if any thing) is to be accomplished. An establishment of a deadline, that is, which can realistically be met.

Thus, through careful memo usage, can the timebuyer who feels he does not have enough time for his own job, much less for shouldering some of his supervisor’s, discover he *is* able to make time, paradoxically, through making more paper work.

A good memo is constructive paper work. Among its many purposes is a key one of curtailing paper work. Not enough good things can be said for this. But perhaps the highest praise came from a leading industrial executive when he said about the memo: “It works.” ■

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## Local election package draws national sponsors

■ THE BLAIR STATION representative organization has created its own plan to facilitate spot buys by national advertisers interested in election night telecasts.

The rep firm’s special projects division combined the ordinarily separate station lists of Blair Tv and Blair Television Associates into a package offering up to 51 markets. National advertisers have the choice of selecting full half sponsorships of the local election coverages by all or any of the stations in the package. As a result, sales are at the fastest pace ever for an election, according to Ralph Allrud, director of special projects.

“The purpose of the plan,” says Allrud, “is to overcome the difficulties of selling a one-shot like election night. The sponsor ordinarily would have to devote much time and effort to buying local participations in this type of event.

“Our plan surmounts this by allowing the advertiser to create his own market list.”

Here’s how the plan works:

A sponsor has the choice of whatever market combinations he desires. He can buy local coverage on stations affiliated with a specific network or he can stick to selected markets. Purchases of any combination of available markets can be made.

Half sponsorship guarantees an average minimum of five commercial minutes per station.

An added attraction to advertisers is the opportunity to make buys well in advance of the event. Blair reports that many purchases were made in June, nearly five months before the election.

Inherent in the package plan is the concept of allowing national sponsors to tie in more closely with each community. This is also the

objective of many other special projects created by the rep firm.

A total of seven national sponsors has so far bought time in the plan. Among them: National Association of Insurance Agents through Doremus, with half sponsorships in 11 markets, followed by Lestoil, via Fuller & Smith & Ross, with coverage on 10 stations (three full, the remainder halves). Additionally, Vicks has bought six markets (halves), through Mors International, and Gallo (BBDO and Whirlpool (K&E) have each signed for two stations.

Blair first used its package for the 1962 elections. That year it attracted such advertisers as Pur Oil, Coca-Cola, General Mills and Humble Oil, among others.

With sales this year substantially ahead of 1962, Blair sees its package plan as a pace-setter for future political coverage. ■



## Bank's institutional sell draws interest

In total departure from previous advertising, an Indiana bank uses tv to promote employees — not sell services



Indiana National Bank commercials were filmed on location under the supervision of Richard MacGill (r), broadcast supervisor at Caldwell, Larkin & Sidener-Van Riper, the client's agency. Watching (l) is Lincoln Scheurle, president of The Film-Makers.

■ THE INDIANA NATIONAL BANK is conducting a 52-week tv ad campaign to stress the bank's interest in giving personal attention to customers.

Theme of the campaign.

"It's people like this who make Indiana National a good place to bank."

The present promotion, on behalf of the bank's branches throughout the Indianapolis market, is being handled by Caldwell, Larkin & Sidener-Van Riper ad agency, also of Indianapolis.

"The campaign is a total departure for the client," according to V. James Story, senior vice president of the agency.

"We're advertising in an institutional kind of way. We're not selling any banking services," says Story. "We're just telling people about the kind of people who work in the bank and the intensive training they get to give customers the best service and attention."

"We're showing audiences, with our commercials, that the bank is big and has all the facilities which only a large establishment can command for the most efficient performance. We're showing that the bank — which, after all, is its people — is human and friendly," Story contends.

The bank buys prime-time local tv for a series of six special documentaries, as well as an extensive schedule of spot announcements throughout the day. Object of the tv campaign is to reach local families.

A special budget was set up for the commercials to be aired with

the documentaries. This was in addition to the regular tv budget. The campaign has been successful enough to change the client and agency thinking, according to a spokesman. Both are currently re-evaluating the over-all television campaign, which will no doubt result in an increase in the total budget.

For the documentaries, Story explains, the agency commissioned two-minute-long commercials rather than the usual one-minute, or even shorter lengths. "This eliminates interruptions," he says, "and is more in keeping with the mood of the television programing."

Five of the two-minute commercials have been produced, each carrying the "good place to bank" theme. One-minute versions of the same theme have also been produced.

The five two-minute commercials and the 10 one-minute variations stress a variety of bank features.

The first is a close-up of Fred Butler, an officer of the bank who has been with the company 27 years. He appears in a sequence illustrating the high caliber of employees and their close relationships to people in the community.

The second feature stressed in the bank commercials is the use of electronic data-processing equipment. This is done comprehensively by showing action shots of a little girl playing with small-child treasures and then growing up to adult money management.

The third two-minute bank commercial describes how more than 1500 youngsters have gone through college with the aid of the bank's College Educations Assured plan which has been adopted by more than 200 banks throughout the country.

A fourth commercial details branch banking and the full-service facilities available at every branch location.

The last commercial describes some of the intricacies of training tellers and their importance in customer contact.

The commercials were filmed at The Film-Makers studios in Chicago. Agency producer was Richard MacGill, broadcast supervisor at Caldwell, Larkin & Sidener-Van Riper. ■

## Zany tv spots

**A men's clothing outlet, using store personnel for "pie in the face" routines, has established Landon's as a household name in Omaha . . .**

■ ESTABLISHING a "corporate image" via tv is usually a conservative, even stuffy, process. In addition, it is usually a matter about which only a national advertiser is concerned.

However, tv frequently can be a sales device through which local merchants can build strong, personalized images for their businesses. One such local sponsor who has found video an important aid to success is Landon Clothing of Omaha, a store that specializes in men's wear.

The Department of Commerce estimates sales in this area of the economy reached \$3.5 billion in 1963, and competition among retailers is keen.

Sponsor Lee Schmidman, owner of Landon's, has created an image for his business through 10 years' use of tv, and is happy with the result: establishment of Landon's as one of the outstanding stores in Omaha.

Slapstick is the main ingredient of the Landon commercials, which follow the best traditions of Laurel and Hardy and the Three Stooges. The action often involves a "pie in the face," a quick blast from a seltzer bottle, or some similar staple routine from the good old days of comedy.

Although his commercials are certainly not among the more sophisticated advertising sales tools, Schmidman notes that the results of the slapstick approach are "extremely gratifying," and feels that the off-beat approach has made the Landon name a household word in Omaha.

"Of course," he says, "people

usually say something like 'that's the outfit that does those crazy commercials.' But this is exactly what we want, for people to get to know our name as a matter of second nature, and this is what our commercials seem to be doing."

The spots are three one-minute commercials aired once a week as local inserts on Omaha's KMTV, during NBC's *Tonight Show*. The sales messages are live, and are done by staff members of the Landon store, including Schmidman. All commercials are broadcast during the 10:30 to 11 p.m. time slot, and the initial spot is always slapstick, and has nothing whatever to do with Landon's, clothing, or any product. Schmidman and other members of the store "cast" just cut up in some sort of zany skit. The "sell" follows in the remaining two spots in the show, which are straight sales pitches for clothing (men's suits priced from \$39.95 to over \$100).

The store first used video in 1954, and has not been off the medium since. Back in those early days, Landon's sponsored a syndicated film series, which was "all right" but did not quite do the job Schmidman wanted.

"Something was missing," he says, "and we came up with the idea of reaching the audience that watched the *Jack Paar Show*, because we felt that this was the type of people who were most likely to become Landon customers."

In looking for something unusual to accompany the late night show Schmidman came up with the slapstick gimmick. "For a while we didn't know whether or not we were



# build clothing store's image

on the right track because the idea was so completely different from regular commercials," Schmidman relates. But then the store began to get the type of attention it wanted: telephone calls referring to the spots, and people who came into the store to see "what kind of outfit was putting on those slapstick routines."

"We felt we were definitely on the right track," Schmidman continues, "when people came into the store and asked by name for those who were involved in the commercials."

The Landon "cast" has been doing the slapstick routines since 1955, with the props and scripts supplied by the KMTV staff.

The store hopes it is reaching a friendly, fun-loving type of viewer who enjoys a good laugh and desires a pleasant atmosphere about the place where he buys his clothes.

Schmidman believes that the slapstick commercials are wonderful conversation pieces for a potential customer and that they are a tremendous aid in breaking the ice between customer and salesman.

"Some people say commercials are just commercials," says the store owner, "but when Jack Paar did his famous walkout scene during the *Tonight Show*, we did a slapstick commercial the following night satirizing the walkout. It was pretty funny, we thought.

During the following week we received telephone calls, letters and faxes. Some of these applauded the bit and some criticized it and we were tremendously impressed. Not many commercials evoke this kind of reaction and we felt that it was a great compliment.

Landon's now spends 50 percent of its total advertising budget in TV. Another 20 percent of its promotional expenditures goes into radio, but the real mainstay of the



Cutting up in a typically zany Landon spot are (left to right) sponsor Lee Schmidman, Landon salesman Ray Hoffman (who has just been hit with a seltzer bottle blast during a "Mexican execution" routine) and Jerry Watt, also a member of the store's sales staff

store's advertising campaign is its video spots.

Schmidman notes that the recall of the commercials is substantial, with customers coming into the store mentioning a specific spot up to two months after it has run. Saturation over the years has been so complete that some people think the commercials are on every night in the week. "We are on every week in the year, but reaction like this can only be achieved through unusual advertising," is the Landon view.

The store is equally enthusiastic

about its business growth, pointing out that sales have increased substantially. Credit for a great deal of the success is given to the "crazy" commercials.

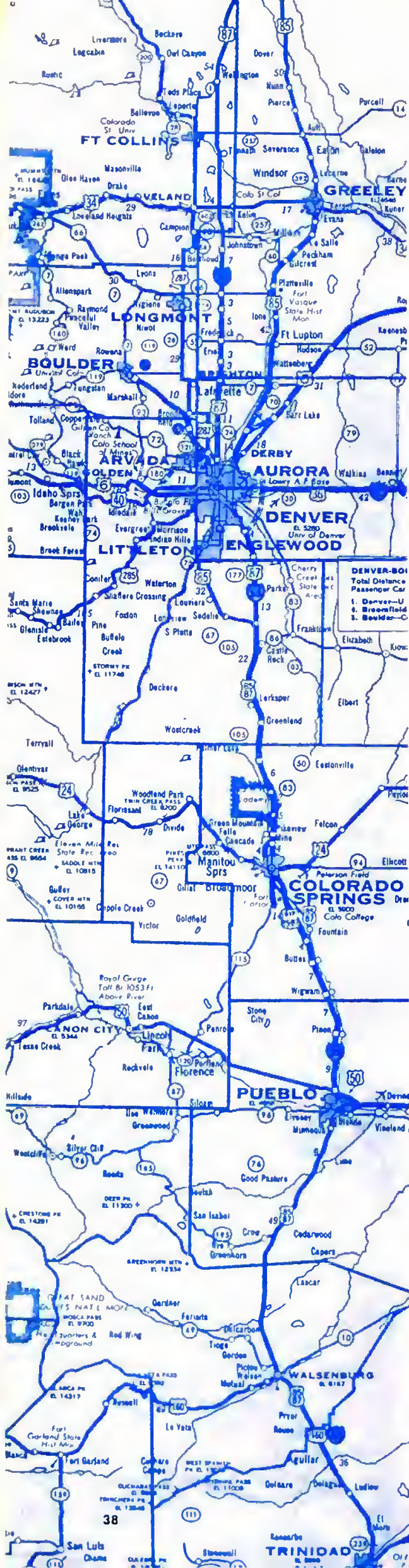
Schmidman also compliments station KMTV for the cooperation given to Landon's in the form of a continuing supply of off-beat material for slapstick commercials.

"As long as they keep coming up with ideas, we'll have the craziest and the most interesting tv spots in the Omaha area," he said.

And both station and sponsor see no change in sight ■



## Colorado Radio: Nationwide value



■ EVEN DEPUTY SHERIFFS DO IT: "You may not have time to read a paper and read advertisements," says one in Colorado, "but with radio you can just listen."

He listened. Then, as a result of a radio commercial, he shopped for upholstery cleaning fluid.

That's one nugget turned up by the University of Denver when it conducted "quasi-clinical," in-depth interviews of 200 radio listeners throughout the state last November and December, a study undertaken on behalf of the Colorado Broadcasters' Assn. One of its purposes was to eliminate "puffery" from radio claims.

Taking a cue from the deputy sheriff, researchers discovered that the mature male in moderate-sized communities — an especially difficult-to-isolate consumer — is especially susceptible to radio news. In Colorado, some 72 percent of them turn on their radios specifically to hear the news. That fact, the report says flatly, "should have important bearing on sponsor strategy."

The study helps advertisers and their agencies to identify and locate Colorado consumers. They are, it indicates, "seeded throughout the radio-listening population." They are particularly concentrated in groups of greater maturity (35 and over), high education (some college), greater income (\$10,000 or more) and broad outside interests (membership in three or more clubs) — qualifications that generally make them more active spenders.

As a direct result of listening, women have gone out to buy a dog, enroll in a hat-making class. Teenager reaction ranged from buying phonograph records to applying for the Peace Corps. Another man, on

radio's prompting, joined a search party. But, most important, they were out there, listening — and then acting.

The collecting of carefully researched and authenticated data was under the supervision of Professor Harold Mendelsohn, of the University's radio-tv-film department who also conducted the now well-known audience survey for WMC New York in 1962.

The report on Colorado radio and its audience tries to answer the following questions: (1) What are the major listening patterns? (2) What is the over-all function of radio in Colorado lives? (3) How does radio link listener and community? (4) What pleasure and/or relaxation is provided by radio? (5) What is its role in inducing consumer action and (6) What is the public attitude towards radio and its services?

In probing for answers, professional interviewers came up with some generalizations that, Professor Mendelsohn believes, may apply to radio nationally as well as to radio in Colorado. The patterns he notes, are strikingly similar to those uncovered in New York:

- Most people listen to radio and to a greater extent than rating indicate.

- Active listening pretty much follows the daily routine of living with peaks at breakfast, commuting and pre-dinner hours.

- Even during tv's evening apogee, radio has a substantial — and loyal — audience.

- "Large numbers" of listeners do not rely on any one station, but roam the dial — often returning, however, to a particular station as "home base."

- That home-base station has been their favorite, almost half the



# in statewide study

University of Denver's study of radio and its audience locates and describes the consumer for all sponsors

respondents reported, for five years or longer.

- Radio is welcomed as an "always - available" medium and is often used for companionship.

- Nearly half its listeners say they depend on radio "a great deal" or "fairly much" for information about products and services.

- Although eight out of ten listeners tune in to hear music, many of them have sharp criticisms of music programs.

- More highly selective listening occurs in areas where there are more stations to listen to.

- Radio is not often looked to for "food for thought" — a fact that might give programers something to think about, the report suggests.

- The more isolated people are — whether by geographic, physical, economic or social causes — the more they depend upon radio.

**Listening Patterns.** The report quickly establishes that almost everybody in Colorado listens to radio. It is such a popular and accessible medium, in fact, that an impressive number of the people interviewed — eight out of ten — said that they had access to a radio, that they had access to a portable, that they personally owned a radio, that they themselves listened to radio at least five days a week.

The breakdown on those astonishing answers goes something like this: 98 percent of the sample reported being able to listen to a radio somewhere, somehow. Eighty percent had access to a portable radio. Another 75 percent — nearly eight out of ten — answered "yes" when asked if they owned a radio personally. And 85 percent said that they listened to radio five to seven days a week. An interesting point about radio's prevalence:

**CHART I: Radio Audience Characteristics**

Characteristic (Base)	Light Listeners (38%)	Moderate Listeners (26%)	Heavy Listeners (36%)
<b>SEX</b>			
Male (97)	39%	29%	32%
Female (103)	37	23	40
<b>AGE</b>			
13-19 (29)	31	31	38
20-24 (21)	29	19	52
25-34 (30)	53	24	23
35-44 (61)	28	29	43
45-64 (41)	41	27	32
65 and over (18)	50	6	44
<b>EDUCATION</b>			
Elementary and some high school (70)	33	21	46
Completed high school (64)	33	29	38
Some College (38)	42	29	29
Completed college or more (28)	53	29	18
<b>INCOME</b>			
Under \$5,000 (67)	37	20	43
\$5,000-\$6,999 (42)	36	21	43
\$7,000-\$9,999 (55)	41	35	24
\$10,000 and more (32)	41	25	34
<b>ACCESS TO RADIOS</b>			
Access to 1-3 radios (78)	49	22	29
Access to 4-6 radios (78)	31	33	36
Access to 7 radios or more (44)	30	22	48



nearly half the respondents — 42 percent — reported a radio was to be found in each of three or more rooms of their homes.

For a quick glimpse at other media, the University of Denver study also asked people which media they had looked at or given attention to “yesterday.” (Since interviews were spread throughout the week, “yesterday” covers most days.) Of the 200 respondents, 84 percent had watched tv, 87 percent had looked at a newspaper and 45 percent had “leafed through” a magazine.

“Generally speaking,” the report summarized, “people do not read newspapers or magazines *only* — or watch tv *only* — or listen to radio *only*. Rather, the tendency is for most people to apportion time to a number of different mass-communication media.”

As radio supplements other media, so do other media supplement radio. But its prevalence in Colorado, at least, suggests that radio is as necessary to a good media mix as flour is to a good cake.

The man-in-the-street’s attitudes toward different media were explained by the manager of a poultry company: “Newspapers are for news and editorials — magazines for entertainment and business purposes;” by an accountant: “Tv is just for entertainment;” by a sheep rancher: “We depend on radio for news. . .” and “rely on it more than tv for *important* news.”

**Radio and the News.** The sheep rancher’s remarks were born out by the University of Denver study: A flat 75 percent of all their respondents agreed that “it’s absolutely necessary” to keep up with the news, and 72 percent of the male listeners tune in radio particularly to do so.

The average news-listener tends to be more mature (82 percent are 35 years old or older), is most likely to be found among college graduates, is usually (81 percent) in an upper-income bracket, and likely to live in a middle sized community rather than a city or small town.

To test the intensity of their interest in news, they were asked what they’d do if they’d already heard the news and then turned on the radio in order to listen to music — only to hear a repeat broadcast of the news they already knew. Tellingly, 81 percent said they’d continue to listen. Thus, their thirst for information is great.

**Radio’s Over-all Function.** The report states that “by no means is there any evidence to suggest that

weekday tv-viewing, or for that matter any other activity, preempts the attention of all, or even a majority, of the radio listeners who were studied.”

And listeners devote “substantial blocks” of time to radio, especially during the morning and afternoon. (Even in the evening, 13 percent reported that, on the average, they listen to radio for an hour or more.)

When people throughout the state were asked how much time they had spent listening to radio “yesterday,” they replied as follows:

Percent	Hours
22	under 1
16	1-2
13	2-3
13	3-4
36	over 4

**CHART II: Weekday Radio-Listening\***

Hour	In-home listening		Outside listening	
	Solo	Group	Solo	Group
5-6 a.m.	15%	9%	2%	2%
6-7	44	30	3	3
7-8	54	51	13	11
8-9	31	31	16	10
9-10	31	28	12	8
10-11	25	22	13	8
11-noon	32	24	13	8
noon-1 p.m.	27	21	16	6
1-2 p.m.	18	14	13	7
2-3	21	13	14	8
3-4	24	20	16	9
4-5	26	25	16	12
5-6	32	27	13	12
6-7	26	25	5	5
7-8	23	20	4	4
8-9	25	20	5	3
9-10	24	11	5	3
10-11	15	5	3	3
11-midnight	8	2	3	2

\*Totals under 100 percent omit “don’t know” and “no answer” categories, while totals over 100 percent indicate multiple answers.



It's worth noting that the largest single group — 36 percent — had spent four or more hours with radio the previous day.

For convenience, the researchers rearranged the above five groups into three: light listeners (less than two hours daily) — 38 percent; moderate listeners (two to four hours daily) — 26 percent; heavy listeners (four hours or more daily) — 36 percent. Helpfully for sponsors and agencies, these were then listed according to characteristics used in the U.S. Census (see Chart II).

In general, the chart indicates that:

- Women, more than men, tend towards heavy listening.
- Listening doesn't have an appreciable relationship to age: people

in the 35 to 44 and, especially, the 20 to 24 age groups prove to be the heaviest listeners. Unexpectedly, teenagers aren't the great listeners they're reputed to be. And older people — those over 65 — are extremists, apparently, who either listen a great deal or hardly at all.

- As the amount of education increases, radio listening tends to decrease.

- Lower-income brackets produce most heavy listeners, although the top-income (and high-leisure) group contributes many, too. Lightest radio listening in the \$7,000 to \$10,000 bracket may occur, it is said ironically, because this population group tends to be out trying to make more money.

- The more radios are available

to a Coloradan, the more likely he is to be a heavy listener.

A breakdown of the radio audience hour by hour indicates that listening occurs at almost any time of day or night. And while 89 percent said that (between 5 a.m. and 5 p.m. on an average weekday) they listen "mostly" in the home, a strong 44 percent also reported away-from-home listening. The figures are comparable, if slightly different, for weekend listening (80 and 30 percent, respectively).

Listening patterns also showed that radio is "directly linked to normal routines of weekday life" (see Chart II). It is heavy during awakening and breakfast hours (7 to 8 a.m.), with a strong outside-listening pick-up in solo listening during the to-school and commuting hour of 8 to 9 a.m. That's followed by a leveling off for the rest of the morning, although in-home listening (quite evenly divided between individuals and groups) suggests the *kaffee klatsch*.

A slight increase between 11 a.m. and 1 p.m. is obviously caused by luncheon listening.

From 1 to 6 p.m., the audience gradually grows as housewives finish their tasks and settle down to listening, as husbands return from work and children from schools, a reunification of the family that builds to another at-home apex between 5 and 6 p.m. Although it is less, at-home listening continues throughout the evening, with multiple-listening halved at the children's 9 to 10 p.m. bedtime.

"Of considerable interest here," the report states (with an implied bow in the direction of potential advertisers), "is that during peak week night television hours, there is a rather substantial audience available to radio, nevertheless." During the 6 to 11 p.m. week night period, radio reaches roughly a quarter of its total at-home listeners.

Patterns for weekend listening are comparable (see Chart III). Outside-the-home listening is lower, of course, because children don't go to school and many husbands do not go to work. In-home listening tends to reach its peak later — because people tend to sleep late on weekends.

Between 1 and 4 p.m., weekend listening is stronger than weekday listening in the home and be-

**CHART III: Weekend Radio-Listening**

Hour	In-home listening		Outside listening	
	Solo	Group	Solo	Group
5-6 a.m.	7%	5%	2%	1%
6-7	20	14	2	3
7-8	46	33	5	5
8-9	44	36	7	7
9-10	41	36	8	6
10-11	34	32	9	7
11-noon	33	31	11	7
noon-1 p.m.	33	25	10	9
1-2 p.m.	27	23	12	7
2-3	25	24	14	9
3-4	25	23	14	10
4-5	22	21	9	9
5-6	26	22	7	6
6-7	22	20	4	3
7-8	17	17	4	3
8-9	16	16	6	4
9-10	14	14	6	3
10-11	11	10	5	3
11-midnight	7	5	4	1



tween 2 and 4 p.m., a surprising 14 percent are listening alone and away from home — probably while taking a drive. (Between 3 and 4 p.m., a solid 10 percent are listening to radios in groups away from home.)

Weekend radio listening doesn't reach nearly the 4 to 6 p.m. peak achieved on weekdays, however. And while 22 percent listen to radio between 6 and 7 p.m. on a weekend evening, the audience decreases consistently as the hours grow later — a clear-cut indicator of people going out for Saturday night. What strength there is is among at-home listeners who are listening alone.

**Importance of Radio.** People in Colorado do consider radio important. And they depend on it first of all for *useful* information and news, whether local, state, national or global. Thus, they rate its use for entertainment as about fifth in importance.

Here's a boil-down on their replies, when asked to list radio's importance: "very important," 31 percent; "fairly important," 53 percent; "relatively important," 16 percent.

Listeners considering it "very important" are, typically, older, non-club-joining women who live in non-urban areas and are probably not in the uppermost income brackets. Many of these, of course, praise its service as a companion. The "psychological" use of radio is cited repeatedly, however, and by people in all age groups. When people are lonely, worried, in need of consolation or merely in want of "something in the background," they seem to turn to radio.

Even so, most respondents also cited their strong reliance on radio in time of crisis, usually political. For example, 39 percent of the Colorado sample turned on radios (just 17 percent turned on tv) to get details of the Kennedy assassination. One housewife's explanation seemed typical of the many. "I heard about the President's death, but then I

tuned in my radio to see if it were really true."

Radio also gave listeners tips on saving livestock during severe weather, outside news (via a portable set) when storms deprived a community of power lines, confirmation of a relative's accidental death in another town, advice on personal safety when escaped convicts were known to be in the area — all appreciated as "useful."

As a result, three out of four (74 percent) of the people say they "depend" on radio either "fairly much" or a "great deal." And it appears that the more isolated people are, the more they depend upon their radios. (One respondent, who depends on radio chiefly for news, said, "two to five minutes of news on radio is equal to 45 minutes of news on tv. Radio gives the short facts and covers more items, and tv covers less and goes into detail more.")

Radio was also appreciated for being accessible and thereby filling *immediate needs immediately*, whether for music, companionship, background fill-in, sports news or whatever.

Although about half (49 percent) of the respondents listen for both music and talk, equally, a good third say they prefer music only. Women tend to prefer the music-only program (men are more likely to be balanced programming fans), and everyone's preference for music seems to decrease as age increases. Older people (45 to 64 years old) like balanced programming, while the oldest (65 and over) are talk fans — i.e., news, discussion programs, sports. "The one consistency in music preferences," the report states, is "the inconsistency of taste."

Implying that today's audience-requirements are so broad that it takes a number of stations, collectively, to satisfy them all, the report insists. "It is sheer folly to view audiences as a monolithic mass that has one or two simply defined 'needs'." Instead, needs vary

so greatly that "no one station could possibly meet them all."

**Listeners' Loyalty.** Radio in Colorado enjoys a high degree of public acceptance — more than four times the prestige granted to local governments, if the University of Denver study is the measure: 2 percent of the people interviewed called local radio "excellent," but only 5 percent gave the same rating to local government.

It should be noted, however, that more people — 47 percent for radio and 26 percent for government — gave them a rating of "very good," the same designation most often given to local banks, newspapers, utility companies and television stations.

Significantly, 83 percent of the sample reported having "a favorite or 'several favorite' station(s) towards which it feels particularly loyal. And nearly half — 42 percent — report being "loyal" for five years or more.

After weighing criticisms of radio, researchers reported that listeners take a "rather realistic" view of radio and show a quick understanding of the need for commercials. As for programming, 58 percent said they're "fairly satisfied," 37 percent "very satisfied" and only 2 percent "dissatisfied."

High enthusiasts were, generally, speaking, women 65 or older, with some or not any college education and of lower income. Low enthusiasts were men between 45 and 64 with college educations and generally higher income.

Evaluating program quality however, listeners consider radio fare somewhat static — most felt local music shows, talk programs and even advertising remain "pretty much the same" as opposed to "better" or "worse." Many, like the pastor who said "rock and roll, love songs and modern-type music are suggestive," took care to criticize what they consider distasteful music, however.

"What the majority of listeners pleads for," the report states "are changes in *presentation* of programming, more than changes in *form* or *content*." It seems that in Colorado and especially among listeners to smaller stations, the public is sharply critical of announcers who make mistakes, mispronounce words or read with difficulty. ■





"The Famous Adventures of Mr. Magoo," sold to NBC-TV without a pilot, was based on success of straight adaptation of Dickens' "Christmas Carol," with Magoo as Ebenezer Scrooge. Series will feature Magoo in famous literary classics such as "Treasure Island," in which he is Long John Silver.

## INSIDE MAGOO, or

### what makes a top tv sales personality tick



... and the title role in "Cyrano de Bergerac" ...



and Ishmael in "Moby Dick" ...



... also as the famous William Tell ...



and Gunga Din in the Kipling classic

Without seeing a pilot, NBC-TV signed for a new Magoo show for fall, sold half of it to Libby, McNeill & Libby. General Electric will renew its Magoo campaign

■ HE'S HARDLY a "typical tv star." Elderly, dogmatic, somewhat crotchety, old-fashioned, forthright, a Rutgers "old grad," and so myopic he often can't see the side of a barn (and much less hit it), he's the opposite of the clean-cut, clear-eyed male protagonist.

Yet Quincey Magoo—born as an anonymous supporting player in a 1948 UPA theatrical cartoon called "Ragtime Bear"—is carrying a king-sized load of advertising dollars on his shoulders this fall.

• He'll have his own half-hour weekly series, in color, on NBC-TV (Saturdays, 8-8:30 p.m.) starting September 19. Libby, McNeill and Libby, making a return to

# Magoo...

nighttime network tv programming (in which LML has been relatively inactive since it was a sponsor in the 1950's of the Sid Caesar-Imogene Coca series), will be the major sponsor, having signed for an alternate week position.

• He'll also continue as the star merchandising symbol for the household lamp activities on tv of giant General Electric, which plans a network-and-spot tv campaign built around Magoo which will cost in excess of \$1 million (see page 46).

The fact that there is a Magoo series at all on NBC-TV during the 1964-65 season proves the point that a successful entertainment property, particularly one involving a highly characterized personality, can bypass the usual drawn-out process whereby a pilot film or tape must be produced and shown to a network before the show will be bought. *The Famous Adventures of Mr. Magoo* was sold on a sight-unseen basis.

It happened soon after the start of 1964, when NBC-TV program executive Ed Friendly and UPA executive producer Henry G. Saperstein were having a meeting (actually, they were driving in a car and just talking) about future program plans. A UPA-produced special, *Mr. Magoo's Christmas Carol*, had recently had its second annual exposure on NBC, and had drawn both ratings and critical acclaim.

Friendly wanted to know if Saperstein had another special up his sleeve. Saperstein didn't — at least, not exactly. He had been thinking about a possible Magoo series, in which the near-sighted, animated old gentleman would play pivotal roles in adaptations of literary classics.

Friendly liked the idea, and asked Saperstein if he could deliver a series on short notice. Saperstein replied that if NBC management would green-light the project before January 15th, he could do it.



Robert L. Gibson, Jr., LML's president, is firm believer in tv's ability to create new "image" for his firm, bought half of new Magoo show.



Henry Saperstein, executive producer of new night-time Magoo series, says "We'll have the audience that really counts for our sponsors."

Friendly carried the idea to a reality stage before the deadline, and the deal was on, even though no pilot was ever filmed.

Libby, McNeill and Libby, through J. Walter Thompson, bought the show on the basis of a "presentation film" which was a

semi-pilot. In reality, it was a cut down version of *Christmas Carol* edited to a half-hour show to demonstrate how Magoo would operate as a character in a literary masterpiece.

Magoo's own strong image — he's probably as clearly defined in

## The man who makes like Magoo



Jim Backus, "voice of Magoo."

"There's no problem in playing it straight when it comes to adapting literary classics for our new *Magoo* series," executive producer Henry G. Saperstein told SPONSOR last week. "We just give Backus a straight line, and when he reads it, it usually comes out funny. Around the studio we say that he 'Magoo's' it."

The man who "Magoo's" the most straightforward English prose at the drop of a director's signal is an accomplished actor in his own right. He is Jim Backus, a Cleveland native who has been in the theater since the age of 14 when he had a bit part in a "White Cargo" production that starred the late Clark Gable.

He has been in countless radio shows, including a two-year stint as star of his own comedy program. He has made nearly 100 pictures. He has been the voice of "Magoo" from the start.

This fall, he'll again voice Magoo.

He'll also be seen on CBS-TV in another new show, *Gilligan's Island*, thus becoming the first tv actor to be launched in two new series at the same time in the same season.



he public's mind as most "personality" actors are ever likely to be — can do an image-building job for others, or so tv executives associated with Magoo projects believe.

"Our company has been considerably revitalized recently, and has image-building to do as well as to sell food products," SPONSOR was told by Walter Kaiser, assistant ad manager of Libby, McNeill & Libby. "We have an aggressive new president (Ed. Note: Robert L. Gibson, Jr.) who is determined to shake us out of any doldrums. He's solidly behind our stepped-up tv campaign. We plan to spotlight a number of our key food products — such as tomato juice, fruit cocktail and corned beef hash — on the *Magoo* tv series, and backstop it with spot tv in a dozen markets where we feel we need the push."

Is the big Chicago food packing firm bothered by the possibility of "waste circulation" in the *Magoo* tv audience, since youngsters are known to be fond of the near-sighted cartoon character and are a sizable component of audiences for the 8 p.m. slot in which *Magoo* is scheduled?

Not at all.

"Our commercials, which we plan to film in color, will be aimed at women as the principal buyers of our products," said LML adman Kaiser. "We're aware that kids have a lot of control of tv sets at time periods such as the one we'll occupy. However, we feel that lots of adults — particularly mothers — will be watching on an 'over-the-shoulder' basis with the kids and that we'll reach the audience we want."

Henry G. Saperstein, executive producer of the new network *Magoo* series, put his views on the show's audience-attracting capabilities to SPONSOR in these informal-but-pointed words:

"We're going to do the big job on Saturday nights in our time period. We'll get the young adults

of 20 to 35, and their kids of five to 12. On ABC-TV *Outer Limits* will be reaching the teenagers, and on CBS-TV *Jackie Gleason* will be reaching the nostalgia clique. We'll have the audience that really counts for our sponsors."

Saperstein's optimism is based in fact, as far as he's concerned — the fact of *Magoo*'s dollars-and-cents success as an entertainment personality. He is no stranger

to tv audiences, even apart from the five seasons of General Electric "Magoo" commercials. For the past four years, UPA has syndicated its own series of 130 five-minute *Magoo* cartoons, made specifically for tv. Latest market count 139 U.S. markets, plus 14 foreign countries.

*Magoo* is an established success in theatrical motion pictures. More than 50 color cartoons have been



Saperstein checks appearance of *Magoo* "cel" on stand of special animation camera



Small army of animators and artists are employed by UPA to turn out 30-minute "Magoo" show



# Magoo . . .

produced and distributed, several of which have won awards up through the Oscar level. There has been a successful Magoo feature-length cartoon. Also, Magoo's services have been available for public service films.

Although Magoo animated films don't have any budget problems for sets and other inanimate production values ("If we need a prop, we just draw one," says Saperstein), they're far from inexpensive. A small army of artists, animators and other production staffers — some 250 in all — are required to produce the new tv series. Costs are "comparable," according to Saperstein, between the half-hour Magoos and star-name situation comedies, i.e. about \$60,000 per episode.

Breaking even on such a big nut is not easy, Saperstein admits. "Syndication is an absolute must

on this series," he told SPONSOR. "Our first network run is expected to be a no-profit situation on the new series, but we're confident that the profit will be there in the long haul through syndication, and through foreign sales. We have already sold the new series in Japan, England and Australia, and have orders pending for Latin America and Germany."

UPA has a built-in source of revenue in the *Magoo* series: tv commercials. "So far, the sponsors for the new series aren't merely in favor of using Magoo in commercials — they *insist* on it as part of the deal. He'll be available to Libby, McNeill & Libby and to all other 'substantial' purchasers of the show for commercials and for other promotional tie-ins."

Saperstein, incidentally, is the one who makes the decision on whether a sponsor is spending

enough to warrant being granted the use of Magoo as a direct sales weapon. There's no firm yardstick as to what is, or isn't, a substantial purchaser of the show, but Saperstein says "it won't be a short term advertiser buying something like alternate-week minutes."

Sponsors have a tendency to stick close to Magoo in tv. Timex for instance, sponsored the 1962 and 1963 showings on NBC-TV of *Mr. Magoo's Christmas Carol* via Warwick & Legler. Timex will again sponsor a 1964 exposure (on December 11, 7:30-8:30 p.m.) as part of a five-year deal the watch company has for the special. Not generally known is the fact that General Electric and Libby, McNeill & Libby both made offers to Timex to buy part of the Christmas season show. GE, in fact, is understood to have offered to pay up to three-fourths of the

## Near-sighted Magoo was

■ NOT ONLY IS QUINCEY MAGOO far from the pattern of tv's hero types, he's hardly what you'd expect optometrically as a top salesman for a product like General Electric light bulbs. But, in a manner befitting Gilbert & Sulli-

van's "ingenious paradox," Magoo — who is classically nearsighted — manages to sell the concept of better sight through better light so well that GE is a prime Magoo booster.

"We've had excellent consumer

and dealer response to our Magoo television commercials, ads and promotions," Norman Townsend, supervisor of GE's residential lamp advertising, told SPONSOR. "We've had a phenomenal use of point-of-purchase Magoo material, es-



Magoo commercials for GE in 1960 had presidential election theme, with a spoof campaign of "Magoo for President." Actually, there were several thousand write-in votes for Magoo.



More recent GE Magoo campaign features tie-in with GE display at the New York World's Fair. This commercial was seen on more than 300 stations during the GE promotion in Spring, 1964.





Color is vital factor in "Magoo" production. Saperstein scans latest in art department

costs for half the show, but *Time* declined with thanks, preferring to maintain its full sponsorship identification.

UPA feels, despite this clear-and-present evidence of a bullish market in Magoo, that the little near-sighted cartoon character is a long range investment and should be treated with care.

"We don't want to milk Magoo for a fast buck," says Saperstein. "We're in no hurry to arrange 'character merchandising' deals all over the place, even though ancillary benefits are important to tv producers. There'll be some books, records, a few toys, some clothing items this fall, but there'll be no flood of Magoo merchandise around during the Christmas season. We think his value as a performer, and as a sales personality, is greater if we keep careful control over his exposure" ■

## far-sighted GE tv buy

pecially in food stores. In fact, the pickup by dealers has been over 90 percent."

This fall, General Electric will roll into its fifth season of Magoo commercials. There'll be a total, according to Townsend, of 10,000 Magoo-GE tv spots in 200 markets, plus participations in NBC-TV's *Tonight* and a quartet of daytime television shows. (The only reason GE didn't buy into the new *Magoo* nighttime series, according to both GE and UPA, is that GE's tv budgets were fully committed before the show deal was made.)

Budgeting for the Magoo tv promotions (including the follow-through at point-of-purchase) occupies "considerably more than half" of the total advertising dollars GE spends for its light bulbs.

The successful commercial blend

of Magoo and GE came about largely by accident. It happened five years ago when BBDO's Arthur Bellaire was casting around for some kind of theme to tie all the GE bulb promotions in one package.

"There were lots of sales features in the bulb line, but we needed an interest element, a character to relate everything," Bellaire recalls. "I felt that Mr. Magoo would be ideal for this purpose. I'm glad to say our client thought so, too."

The only initial problem BBDO and GE had when the Magoo campaign was first proposed was whether or not Magoo's nearsightedness would be improved by the use of GE bulbs. One faction felt it should be; others didn't.

Final upshot, which has been the basic "gimmick" in the GE

commercials to the present. Magoo achieves quite obviously everything he wants in the way of improved lighting with GE bulbs only it doesn't work for him.

It works, however, for GE.

The new fall campaign for Magoo will revolve around a presidential election tie-in. Magoo will function as campaign manager to "Betty Bright," a pert woman presidential candidate. In typical Magoo fashion, he never lets the poor girl get a word in edgewise — although the GE sales message comes through loud and clear.

Four years ago, during the last presidential election, there was also a spoof campaign of "Magoo For President." Nobody took it very seriously — until the election results came in. It turned out that some 40,000 votes had been cast for the little cartoon character. ■



## THE CHANGING SCENE

### Lennen & Newell, France's Impact Form Joint Agency

Major American agencies continue to find the European Common Market area much to their liking. Latest entry in the hands-across-the-sea sweepstakes is Lennen & Newell, Inc., which has joined forces with Impact, one of the ten largest agencies in France.

Lennen & Newell, rated tenth in this country, bills about \$123 million a year, 54 percent in broadcast. Impact lists billings of over \$5 million, with no estimate of broadcast.

The new venture, Lennen & Newell, Impact, S.A., with offices in Paris, will be jointly operated by the two principals. In announcing the move, Adolph J. Toigo, president of L&N and board chairman of the new operation, declared, "This newest step in our overseas expansion [the company has offices in London and San Juan, Puerto Rico] marks Lennen & Newell's entry into one of the fastest growing economic areas of the world, and we are now actively seeking other expansion opportunities in Western Europe."

In what was called a "unique

cross fertilization of talent, designed to provide international clients with the best combination of Franco-American advertising techniques," L&N will send members of its creative and marketing staff to the new Paris agency; Impact staffers, in turn, will be assigned for specific periods to the New York offices.

Impact, just five years old, has rapidly grown to one of the top agencies in France, boasts such clients as Sunbeam Shavers, Massey Ferguson (heavy equipment manufacturers), Roger & Gallet (men's toiletries producers) and Wagon Lits Cook (travel agency).

### ARB: Out-of-home Listener Is 73% of Detroit Radio

Latest documentation that the radio listening audience is substantially larger than was once thought comes from the Advertising Research Bureau. In its just-released report on the radio portion of the Detroit multi-media study conducted in February, ARB reveals that an average of 42 percent

of the radio listening in the metropolitan area took place away from home. The away-from-home audience added an average of 73 percent more persons to the at-home audience.

The report is the first of many such that the research firm says it will make on a regular basis. Published in pocket-piece format similar to the ARB television reports, they will measure in-home and out-of-home audiences during an average quarter-hour. Demographic breakdown will be by age and sex for both a defined metropolitan area and the entire survey area. Data are gathered from specially developed individual multi-media diaries to obtain a one-week record of exposure to all media.

Similar radio measurements will be offered in January of 24 local markets — those designated as the top 20 radio markets, plus four others in which radio stations have expressed interest. Reports will also be issued for all markets with interested clients.

The information gathered in Detroit by multi-media diaries and other phases of the study on other media is now being analyzed, according to ARB. Final report is expected to include more than 600 pertinent charts and will total more than 1000 pages. The radio portion goes to RKO General, co-sponsor of the study, and is being made available to all Detroit stations and other interested industry members.

### ON THE DOTTED LINE — WITH MILK



Phillip Alampi, New Jersey's Secretary of Agriculture and former agricultural specialist for ABC and NBC, officially opens summer convention of National Association of Television and Radio Farm Directors. Secretary Alampi signed registration form with milk-filled quill pen. Some 300 attended the five-day meeting, including (l-r) George Menard, WBBM-TV Chicago farm director and president of the association; George Webster, WFIL Philadelphia, and Hugh Ferguson, WCAU Philadelphia, the convention's co-chairmen.

### CRM's Split Cable Shows Short Tv Absence Risky

In-depth study of broadcast continues with announcement of results on the first run of Split Cable, the Center for Research and Marketing's new test procedure. Among the findings are: "Eliminating television for some products, even for so short a period as two months, can have significant negative effects on consumer behavior."

The CRM system, which tests multiple exposures in normal viewing situations, came up with a number of other evaluative results, according to the firm's newsletter. These included the findings that "some mass merchandised products cannot be sold over daytime



television; some mass merchandised products are better sold over daytime television and others over nighttime television; that differences in commercial content have significant effects upon consumer behavior; and that behavior is a more sensitive measure of commercial effectiveness than recall or share of mind."

Under the Split Cable system, CRM pointed out, "Respondents were never aware that a test of television was in progress since they were exposed to the commercials over normal television, in their own homes, over their own sets. Changes induced by television commercial differential were measured in several ways, including purchase behavior. Respondents were never queried as to their opinions or remembrances of the commercials tested."

### Sponsors Team To Tout Tourism via Spot Radio

A dozen San Diego businessmen are participating in an advertising campaign to promote tourism to the area via a spot schedule on KGLM and KBIG-FM Los Angeles.

In a total of 668 one-minute announcements over a six-week period, the advertisers will promote such tourist attractions in the first 30 seconds as the San Diego zoo, boating and sailing, the proximity of Mexico; plug hotels, restaurants, etc., in the second 30.

This is one of a series of such promotions the two stations have sold advertisers this summer. The first, bought by 22 Catalina Island businesses, involved 96 announcements weekly for six weeks.

The San Diego promotion ends the week of July 26.

### McCarthy Heads Chi Reps

Robert McCarthy, head of the Chicago office of AM Radio Sales, is the new president of that city's chapter of the Station Representatives Assn. He succeeds Harry Smart, Blair Television vice president.

Other newly elected officers of the chapter are: vice president John Boden, John Blair & Co.; secretary Gale Blocki, Avery-Knodel; treasurer John Shaver, H-R.



## THE CHANGING SCENE

### No Supreme Court Review On Industry Ascap Appeal

The Supreme Court, in its final flurry of output for the year, decided not to review the television broadcasters' appeal to force ASCAP to license feature and syndicated tv film music at the source.

Some 350 tv stations, represented by the All-Industry Licensing Committee, fought for the new licensing approach through the New York Federal District Court and the U.S. Circuit Court of Appeals. Broadcasters held that producers of the films should pay the license fees and that ASCAP, under its consent decree, should be required to limit performance fees to locally originated music on local tv stations. This situation would parallel ASCAP treatment of motion picture producers and movie theaters.

The Circuit Court of Appeals decision, in an opinion by Judge Henry J. Friendly, upheld original ruling of District Court Judge Sylvester J. Ryan, who claimed that the ASCAP decree does not require it to grant the new licensing approach asked by tv broadcasters. Judge Friendly said the court recognized the validity in some of the broadcaster claims, but had to heed ASCAP's argument that the end result would be "seriously detrimental to independent music writers" and would adversely affect ASCAP's competitive standing among licensing groups.

### 20th Century Reports Its Package Sales Booming

20th Century-Fox Tv reports business booming on its Century II and III feature film packages, with sales to stations for sponsored movie showcases.

Triangle is listed among the buyers for the first group, on behalf of its stations in Philadelphia, Fresno, Binghamton, Altoona and Lebanon. Deal includes colorcasting rights.

Other stations buying the package of 46 films originally televised on NBC-TV as *Saturday Night at the Movies* and *Monday Night at the Movies*: KLYD-TV Bakersfield, Calif.; WCIA Champaign,

Ill.; WMBD-TV Peoria, Ill.; WHP-TV Harrisburg, Pa.; WSBA-TV York, Pa.; KVTU Sioux City, Iowa; KOB-TV Albuquerque, N.M. These bring total markets to 71.

In one of the larger one-market deals, KHJ-TV Los Angeles bought the Century III package of 30 films for approximately a half-million dollars. All but four of the films are in color and all will be shown on *Sunday Theatre Nine* or the nightly *Million Dollar Movie*.

The purchase brings to close to \$7.5 million the amount spent by the RKO General station in the past few years on motion picture transactions.

### Y&R Buy Paces Canadian ABC Films Sales Spurt

The greatest spring sales season in ABC Films' history has been racked up in Canada. In addition to deals with the CBC and several individual stations, company sold the fall-debuting *Wendy and Me* to Young & Rubicam for American Home Products' sponsorship in five major markets.

The CTV Network bought *Wide World of Sports*. Twelve other properties were heavily involved in the sales campaign, with the top sellers being *The Fugitive*, *Ben Casey*, *Combat* and several new properties, including *Wendy*, *Mickey* and *The Addams Family*.

### Norman Named for New Howard Office in Atlanta

Patrick W. Norman will head up sales operations in Atlanta, Ga., for Bernard Howard and Co. Inc.,

rep firm which opens an office in that city July 6.



Patrick Norman

Atlanta and the Southeast have become one of the important advertising placement areas in the country, according to Howard.

For the past five and one half years the Howard stations have been sold in the south by Bernard I. Ochs Co. (See SPONSOR, June 22, page 54). But the growth of the market's importance necessitated a full-time office in Atlanta, Howard added. In fact, plans are to add a second man in the near future.

With the addition of this branch, Bernard Howard now owns and operates five fully staffed offices with possibility of a sixth before the end of the year.

### Arnold Drops Stop-Shop

Arnold & Co., Boston, has announced its resignation from the Stop & Shop, Inc., account effective June 30. The agency had serviced the account since 1955.

### WJBK-TV STAGES LINKS TOURNEY

## Horton Smith Memorial - 1964



WJBK-TV Detroit says one of its most successful promotions was first annual Horton Smith Memorial Golf Tournament. Here winner Bob Fife (l) accepts trophy from station vice president and general manager Larry Carino as Storer executives stand by: (l-r) vice president, tv, Bill Michaels, president George B. Storer, Jr., executive vice president Stanton P. Kettler.





## CBS' Stanton Unveils Tiny Camera for N.Y. Judges

The Conference of New York State Trial Judges received a vivid demonstration of television's new flexibility from CBS president Frank Stanton. Arguing that the American Bar Association's Canon 35, which forbids cameras in the courtroom, should be changed, Stanton unveiled the Minicam Mark II, reportedly the first wireless tv camera with studio-quality features.

"The camera and the microphone need not be any more intrusive than the movement of a lead pencil and can be infinitely more accurate," Stanton told the judges.

Minicam Mark II, slated for use by CBS News in covering the Republican National Convention in Chicago, is packaged as a wireless remote unit capable of one-man operation. The camera, transmitter pack, power supply and transmitter of the Minicam weigh in aggregate of less than 29 pounds. Camera itself weighs six and one-half pounds.

## Broadcasting Specialist Forms Service Agency

A 16-year veteran of broadcasting and advertising, Leslie A. Harris, reports enthusiastic agency reaction to his new company, which offers what he terms a unique service to out-of-town agencies and small New York shops. He has already started work for one client, Ashe & Engelmores, Harris says, and has expressions of interest from others.

The Leslie A. Harris Co. offers a service which places tv advertising on the television networks,

includes buying of time and creative and production supervision of commercials. Agencies outside the city which use a great deal of radio and tv need a service representative in New York, said Harris, explaining the impetus for his venture. "Many smaller New York agencies, with clients who are or should be using broadcasting, cannot afford the high cost of professional broadcasting personnel," he added.

He pointed to Ashe & Engelmores as an example. "Although based in New York, the agency has concentrated on magazines, with several fashion accounts on its list. Having just acquired a new account interested in broadcast, but being unable to spend the \$50,000 to \$60,000 to staff a broadcast department, A&E is a perfect candidate for the Harris service, which, by the way, is available on a straight fee basis."

Harris won't maintain any of his own production facilities, but feels that his many years in the field have familiarized him with the best facilities and producers available in the city.

Most recently vice president, radio-tv director and partner of Harris-Breitner Advertising Corp., he spent more than 10 years on the media side of ABC and NBC. In addition to timebuying, commercial creation and production, Harris says his new company is equipped to handle the merchandising end of tv and radio campaigns.

## Official Films Reports Its Foreign Sales Still Brisk

The foreign sales picture, normally a good one for syndication, continues to prove a bright area, according to Official Films, Inc.

Eight new foreign sales have been added to the firm's first-run series, *Survival!* bringing to 11 the number of countries abroad which have bought the show.

Foreign sales now include Television Corp. Ltd. (TCN) in Australia; multiple outlets in Japan, Germany (West Germany and West Berlin), Austria, Switzerland and Luxembourg. Associated Broadcasting Corp. in the Philippines, Belgian Radio-Television in Belgium; Overseas Rediffusion Ltd. in Liberia, Malta and Hong Kong.

The combination that really pulls

# MAINE with LOBSTERADIO



## BROADCAST EXECUTIVE

Have done everything from announcing to management. Five years Radio Sales and fourteen years Television Sales and management. Both UHF and VHF experience. Only four associations during nineteen years in the Broadcasting industry. Well above average references as well as history of billing and profit increases. Strong interest in becoming part of, and working hard in, your community. Experience with FCC, labor relations, personnel training and smiling ownership. Family man 40 years of age. Available immediately.

BOX 202

SPONSOR

Ojibway Building  
Duluth, Minnesota 55802



## Tussy Cosmetic Sponsors Dear Abby, Betty Furness

Tussy Cosmetics, via Kudner, has purchased participations beginning July 6 on CBS Radio programs featuring Abigail Van Buren and Betty Furness.

Other new CBS Radio orders: Leeming-Pacquin Div. of Charles Pfizer & Co., via William Esty, summer participations in *Worldwide Sports* for Barbasol shaving cream; Hartford Insurance Group, via McCann-Marschalk, participating sponsor of evening newscasts.

## TvAR's McGredy: Station Competition Double by '69

"Five years from now, the average tv station will have to cope with double the competition it faces today from a variety of new programming sources," prophesied Robert M. McGredy, managing director of Television Advertising Representatives, on the occasion of the firm's fifth birthday.

The future, according to McGredy's crystal ball, will see many more stations on the air, with UHF a big factor. He also believes that one or more forms of pay-tv could gain a substantial foothold by 1969 and be a significant source of competition to commercial television.

"Home video tape recorders may well be commonplace by 1969," McGredy continued. "with people buying reels of tape programming just as they buy records and audio tape today. This, too, will vie for the attention of the viewer."

Despite "proliferating programming competition," McGredy sees nothing but increasing growth for commercial television stemming from the continuing growth expansion in the number of tv homes, the growth of color tv and the increasing reliance on tv by advertisers.

McGredy further pointed out that by 1969, the number of tv families will increase by 15 percent. "and by then the post-war generation who have been so thoroughly indoctrinated with television will be forming their own families."

## NBC-TV Reports on Sales

Three advertisers have bought the upcoming NBC-TV special, *International Beauty Spectacular*, and a fourth, Andrew Jergens, bought into four of the network's programs for 1964-65.

The first deal involves Clairol (via Foote, Cone & Belding), Pharmacrast Laboratories (Papert, Koenig, Lois) and Maybelline (Post-Keyes-Gardner). Scheduled for Aug. 14 (8:30-9:30 p.m.) the special will climax a four-day contest among beauty entrants from 46 countries, 44 states, vying for title of Miss International Beauty and a \$10,000 first prize. Hugh O'Brian has been signed as master of ceremonies.

Programs in the Jergens order, via Cunningham & Walsh: *Wednesday Night at the Movies*, *The Andy Williams Show*, *The Virginian*, *Mr. Novak*.

## Two Large Spot Accounts Move; Other Agency Shifts

Two big spot television accounts have shifted agencies but in neither case is the move expected to affect the tv billings.

Tidy House Products Co., Omaha, has appointed **Weightman, Inc.**, with the agency opening an office in Omaha to service the ac-

count. Formerly a division of Pillsbury, Tidy House was recently purchased by its founder and a group of his associates, precipitating the agency move. Products involved, which represent a total of over \$1 million in spot tv, are: Dexol Bleach, Perfex Cleaner, Shina Dish, Gloss Tex Starch and Spring Rain Water Softener.

Van Camp Sea Food division of Ralston Purina chose **Guild, Bascom & Bonfigli** to handle its Chicken-of-the-Sea and White Star tuna. The former brand spends over \$1.3 million in spot tv, the latter about \$77,000. The change has no effect on the pet food portion of Van Camp's advertising, which continues with Smock, Debnam & Waddell, Los Angeles.

In other agency moves, A. Stein & Co., Chicago, division of Kayser-Roth, has appointed **Leber Katz Paccione** for its Perma-lift Foundations. Account bills approximately \$300,000 and had been at Earle Ludgin . . . Vlasic Food Products to **W. B. Doner**, Detroit, for its pickles. September 1 appointment coincides with introduction of a new package and label design for the entire line. The new package will be launched this fall with an extensive campaign in Michigan, Ohio, Indiana. Plans also call for continued expansion of distribu-

## TvAR CELEBRATES ITS FIFTH



Top echelon of Television Advertising Representatives examines birthday cakes representing each of TvAR's stations. From the left: vice president Ben Margolis, marketing and research vice president Robert M. Hoffman, managing director Robert M. McGredy, vice president and general sales manager Marvin L. Shapiro.



## FROM THE 'SHOW ME' STATE



dedication of the Missouri Pavilion at the World's Fair brought to town (l-r) Lawrence A. Schneider, director of Missouri's Commerce and Industrial Development Division; Governor John Dalton; Miss Missouri, Judy Engelhardt. Pepsi-Cola hosted the trio, here being shown the S construction site by vice president Robert V. Cox (r).

on . . . Duquesne Light Co., Pitts-  
burgh, to Erwin Wasey, Ruthrauff  
Ryan . . . Imel Foods, Inc.,  
Philadelphia, to Firestone-Rosen.  
Company markets Yamboree in-  
stant sweet potato flakes in Phila-  
delphia and 18 other eastern and  
southern markets, is formulating  
plans for introduction of an addi-  
tional dehydrated, instant product.  
Delson Merri-mints, Delson Thin  
Mints and Hacks Cough Drops to  
Audner . . . Fry-Cadbury Ltd.,  
Montreal, to Doyle Dane Bernbach  
(Canada) Ltd., effective January 1,  
1965. Breithaupt, Milsom & Ben-  
son Ltd., Toronto, has been the  
agency since 1957.

### Alberto-Culver Uses Spot in 'Merchandising Brawl'

Labeling television as "that one-  
ed peddler," Leonard H. Lavin,  
resident of Alberto-Culver, never-  
theless credits the medium for  
much of his company's growth over  
the past nine years. The firm spent  
more than \$30 million in tv last  
year.

Speaking at a luncheon meeting  
of the New York Society of Se-  
curity Analysts, Lavin declared that  
his company has just faced the  
most severe competition it has ever  
experienced in its past history —  
and, despite the competition, A-C  
has again achieved record highs in  
sales and earnings.

Describing the "tremendous"  
six-months battle for the hair dress-  
ing-shampoo-hair coloring-deodor-  
ant market, he said, "The big boys  
did put the slug on us — all of  
them. For the last six months it

has been little old Alberto-Culver  
against the world."

When what he called the "mam-  
moth merchandising brawl" started,  
Alberto-Culver had two choices.  
"We could run or we could fight  
. . . we could have cut our adver-  
tising to a nice, unaggressive level,  
grown slightly, and seen our profits  
go at least 50 percent higher . . .  
on paper, a retreat would have been  
an advance."

Relying heavily on both network  
and spot tv, the company fought,  
and "when the blood stopped flow-  
ing and the dust settled and every-  
body stood panting around like a  
bunch of samurai in a Japanese  
movie," Lavin said A-C discovered  
that it had not only kept its mar-  
kets but had also increased sales.

Lavin revealed that sales reached  
\$47,736,178 in the six-month fiscal  
period ended May 31, an increase  
of 17.3 percent over sales in the  
first half of 1963. Net earnings  
were \$1,945,072, a boost of 21.3  
percent over the first six months  
of 1963.

## Another Borden Beverage Gets Spot Tv Promotion

The air waves will be saturat d  
this summer with commercials for  
new Borden (Young & Rubicam)  
milk drinks.

Following right on the heels of  
the national introduction of its can-  
ned Milk Shakes via network tele-  
vision, Borden will debut another  
ready-to-drink canned item, Moola  
Koola. Unlike the shakes, this is  
a non-refrigerated product, made  
from skim milk and flavoring.

Successful test marketing in  
Memphis and Birmingham preceded  
the market-by-market tv intro-  
duction across the country, was  
accomplished with spot television  
and newspaper. In addition, Bor-  
den has scheduled commercials on  
children's shows on all three net-  
works.

### Neary New Head of FAB

Bernard E. Neary, vice president  
and general manager of WGBS  
Miami, was  
elected president  
of the Florida  
Assn. of Broad-  
casters at the  
group's 29th an-  
nual convention.  
He succeeds Eu-  
gene B. Dodson  
of WTVT Tam-  
pa.



Bernard E. Neary

Also elected  
were William J. Ryan, WNOG  
Naples, treasurer; Arnold T.  
Schoen, Jr., WDBO-TV Orlando,  
vice president for tv; J. McCarthy  
Miller, WCOA Pensacola, vice  
president for radio, and Kenneth I.  
Small, WRUF Gainesville, reelected  
executive secretary.



## Wade and Stebbins Merge Their LA Ad Agencies

Wade Advertising, which places over 80 percent of its \$30-million-plus billings in broadcast — all but \$500,000, it says, in television—is adding \$2 million in billings to its client list. Expansion is the result of the dissolution of Barton A. Stebbins Advertising, Los Angeles. Stebbins, who had run his own shop for 42 years, joins Wade's L.A. office as senior vice president, bringing with him most of his business and personnel.

Accounts which will move include Signal Oil, a Stebbins client for over 30 years, Sierra Dawn Estates and Certified Grocers of Southern California.

Staff accompanying Stebbins includes Art Gudelman, account executive on Signal Oil, who was also media director and radio buyer, account executive Dorothy Elliott and several others.

Business at Wade, which ranked 24th among radio-tv agencies last year, includes: Falstaff Beer, Miles Laboratories' Alka-Seltzer, Bactine, One-A-Day Vitamins; Seven-Up Bottling Co. of Los Angeles, and several products of the Toni Division of Gillette.

## Clairol Will Sponsor Inger Stevens' Sweden Tv Tour

Capitalizing on its own regular tv involvement, Clairol, via Foote, Cone & Belding, will fully sponsor an hour-long Inger Stevens-hosted television tour of Sweden in January on ABC-TV.

The show is the first network special to be produced by Screen Gems, which has long been a hefty supplier of network series, notably half-hour situation comedies and animated comedies.

The buy represents creative merchandising of its own property by Clairol, which regularly co-sponsors *The Farmer's Daughter* starring the Sweden-born Miss Stevens. Series is produced by Screen Gems. Peger Kortner, SG producer of the situation comedy, will head the production crew on the special, which will pre-empt *Farmer's Daughter* and *The Addams Family* on either January 22 or 29 (8-9 p.m.).

## NAB's Anello Says FCC Rules Brink on Censorship

NAB's general counsel Douglas A. Anello recently stirred the coals of the long-standing hot debate over FCC's proposed programming forms.

In a speech to the Wisconsin Broadcasters Assn., Anello warned that requiring detailed information

## BALTIMORE JAMBOREI



WBMD Baltimore drew over 10,000 people to its latest fest at Civic Center. Here, Chuck Beard, president of Country Music Network (1) poses with Hank Snow and station's Help Harriet. Sponsoring the show: Schmidt Bread, A-I-D Drug Stores, Washington Se Rising Flour, Martin Mobile Homes, Dairy-lan Gladding Chevrolet.

from applicants on steps they have taken to determine and fulfill the programming desires of their communities poses "the very real danger of censorship." The FCC must not "substitute its judgment for that of the licensee," he said, and must accept the "honest and prudent evaluation" of the licensee without an attempt to enforce compliance with its own "established pattern of programming."

"The Commission should limit its application information to a simple narrative for the sole purpose of determining whether the licensee has attempted to be informed about the market served. It should not see information for the purpose of judging the programming decisions made. . . . Any other policy will not only have made the requirement of licensee knowledgeability a rather futile exercise, it will bring the Commission to the brink of censorship."

## Chi Agencies \$4 Million Billings Merger Announced

With the merger of Gourfain Loeff & Adler, Inc., the Chicago office of Reach, McClintock, which had billed about \$1 million annually, will now bill \$4 million, R/M says. GL&A clients include Sears, Roebuck, Chicago. Mercury Record Corp., Walter E. Heller Co. Biggest billers in the Reach McClintock shop are the Mid-American Home Office of the Prudential Insurance Co., Pullman Bank Trust Co. and several divisions of the Valspar Corp.

## DIVERSION AT CATV CONFERENCE



For the most part the activities were serious business. But Triangle Broadcasting, one of the newly-emerging leaders in community antenna tv, ran its auto race game at the National CATV Conference in Philadelphia. Triangle syndicates auto race shows.



The merged agencies will operate Chicago under the Reach, McClinton name. Ralph Loeffl, now president of GL&A, will be vice president and general manager. Other vice presidents will be M. J. Miller, A. S. Gourfain, Jr., and Aaron Adler. GL&A operates direct mail and mail order division which will continue as a division of Reach, McClinton, to be known as GL&A.

## Howard Is New Manager of NBC Flagship Station

Robert T. Howard has been named station manager of WNBC-TV New York, replacing Peter Affe who left the station about a month ago. Howard has been manager, national sales, for the network flagship station, a post he moved to from NBC Spot Sales, where he was an account executive in radio and television. Having first joined NBC in 1947, he has since held positions in sales research and sales development.

Theodore H. Walorth, Jr., continues as vice president and general manager for both WNBC-TV and WNBC Radio.

## Time's WTCN Twin Cities Sold to Buckley Jaeger

Time-Life Broadcast has sold WTCN Minneapolis-St. Paul for \$50,000 to Buckley Jaeger Broadcasting Corp. The deal follows by several weeks the sale of the sister station to Chris-Craft Industries for \$4 million. Both transfers, brokered by Howard Stark, await FCC approval.

Earlier this year, Time-Life bought its first UHF station, KERO-TV Bakersfield, Calif., from Transcontinent Television Corp. for \$65,000. The company's station roster now includes five tv and four radio-FM properties: KERO-TV, KOGO-AM-FM-TV San Francisco, KLZ-AM-FM-TV Denver, WOD-AM-FM-TV Grand Rapids and WFBM-AM-FM-TV Indianapolis.

With its acquisition of the 5 kw station from Time-Life, Buckley Jaeger now owns four radio stations. The others: WDRC-AM-FM Hartford; KKHI San Francisco, and KLL Los Angeles. President Richard D. Buckley was formerly presi-

dent of WNEW New York, of Metropolitan Broadcasting and of Blair Company.

## Specialized Advertisers Believe FM Really Sells

Trying to reach a very specific audience, two Charleston, S.C., advertisers are getting their messages across via that city's WCSC-FM.

The Red & White chain of supermarkets, "convinced" by various surveys that shoppers are highly susceptible to impulse buying, bought a schedule of spots, one every half-hour, to reach the in-store shopper. Then they piped in the station's programming, buying the spots on a flat weekly basis.

Blue Cross, recognizing that many dentists and doctors tune in WCSC-FM music in their offices, bought 40 spots a week on that station to reach listeners most likely to be interested in its services.

## KBON Omaha to Blaustein

The \$325,000 sale of radio station KBON Omaha to Blaustein Industries Inc., Baltimore, has been announced by Blackburn & Co. KBON, formerly owned by M. M. Fleischi and Joe Gratz, operates on 1000 watts daytime, 250 watts nighttime.

## GUESS THE ENTRIES



Pat Driestadt, broadcast media department at Meldrum & Fewsmith, came closest among Cleveland agencies to guessing number of qualifying entries in WJW Radio contest. Contest, with grand prize a trip for two to California and Las Vegas, drew 2338 entries in all. Station's general sales manager Jules Blum awards Pat a leather flight bag for her guess of 777 qualifying entries (actual number 786).

## Definitions Proof

(1) My opinion

(2) Number on bottle

(3) Any Cedar Rapids

Waterloo rating service

for any period

## WMT-TV

*The Definitive Station*

CBS-TV for Eastern Iowa

*National Reps: The Katz Agency*

**Q:** What broadcast trade publication led its field in all large-scale surveys of agency and advertiser readership during 1963?

**A: SPONSOR!**

**\*Want full details?  
Write SPONSOR,  
555 Fifth Avenue  
New York 10017**



## Universal Buys Tv Spots To Promote New Comedy

Universal Pictures Co. has arranged for a saturation television spot announcement buy on the five ABC o&o stations as part of a national pre-selling campaign for its new motion picture comedy, "McHale's Navy."

The company is buying spots to be tied in with local playdates on the new picture before and after the weekly *McHale's Navy* tv show. Buys are in New York, Los Angeles, San Francisco, Chicago and Detroit.

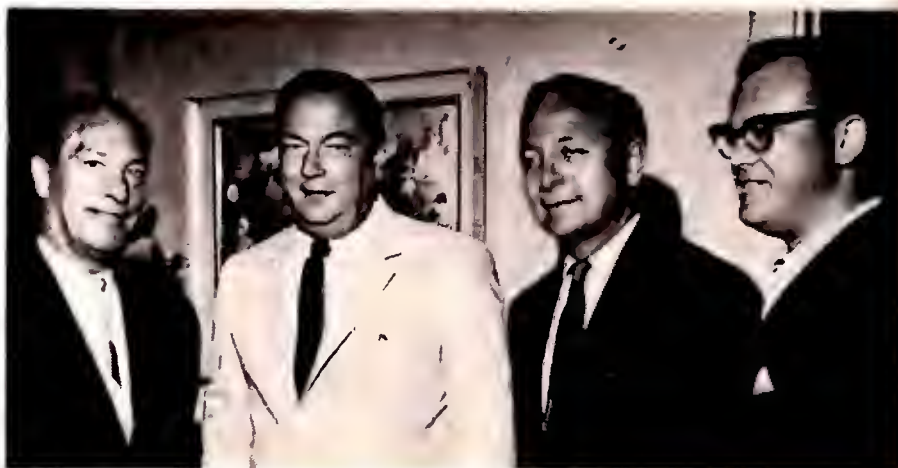
The picture, scheduled to be launched with a Detroit saturation July 15, stars Ernest Borgnine, Joe Flynn and Tim Conway.

## Philadelphia's Spatini Co. Appoints Firestone-Rosen

Spatini Co., Philadelphia, manufacturers of spaghetti sauce and brown gravy mixes, has appointed Firestone-Rosen, Inc., as its new agency.

Weightman Inc., former agency, explained that its resignation resulted from a product conflict between Spatini and another client, Progresso Italian Foods, Brooklyn.

## ABC EXECS ADDRESS CROSLY CONFAB



Crosley Broadcasting invited ABC president Leonard Goldenson and programming vice president Edgar Scherick (first and third from left) to address its Tv Plans Meeting in Cincinnati. They're welcomed by Crosley president John T. Murphy (second from left) and tv vice president Walter E. Bartlett.

Firestone-Rosen said it expects Spatini, which markets primarily in eastern markets, will make heavy use of tv in selected markets this fall.

## Off-Network Sales High For Four Star and CBS

In a fast series of pre-release sales, Four Star Distribution Corp. launched its newest off-network series, *Richard Diamond*, starring David Janssen. And CBS Films topped the \$1.5 million mark on sales of its *Marshal Dillon*, starring

James Arness, via a long-term contract with WOR-TV New York.

Buyers of the Four Star series are WPIX New York, WGN Chicago, KTLA-TV Los Angeles and WFAA-TV Dallas. There are 26 half-hours involved and the show is off-NBC-TV.

In another move, Four Star will release two additional runs of *Richard Diamond*, prompted by demand from stations currently playing off-network first two runs by stripping the series. More than 120 stations have bought the show and more than two-thirds program it for multiple plays ranging from two to six times a week. According to Four Star, *Rifleman* has achieved sensational ratings in syndication, attracting more total homes than in its first year on the network in addition to offering a balanced audience.

The WOR-TV deal, in addition to 156 episodes of *Dillon*, includes 111 episodes of *Whirlybirds*, starring Kenneth Tobey and Craig T. Nelson. Station is the second RKO General outlet to buy the *Dillon* series; the first was KHJ-TV Los Angeles. Sales have also been made to 30 other stations.

## Parker Pen Takes Four NBC-TV Night Programs

Parker Pen Co., via Leonard Goldenson, has purchased sponsorship for four nighttime programs on NBC-TV for 1964-65. The programs are *The Andy Williams Show*, *Mr. T. G. Jackson*, *The Virginian* and *International Showtime*.

## WOOLING WITH WIENERS . . . AND CHAMPAGNE



WINS New York didn't waste any words. Station just wheeled its gayly decked hot dog wagon into major ad agencies last week and offered buyers a treat of franks and champagne. Here disk jockey Jack Lacy pours for Foote, Cone & Belding media supervisor Walter Reed.



# SPONSOR SPOTLIGHT

## AGENCIES

### ADVERTISERS

**Thomas W. Lentz** appointed to the post of manager, advertising and sales promotion operations, at A Sales Corp. Lentz has held a number of marketing positions with A, for many years was field representative in the South and on the Pacific coast. After three year absence, he returned in 1958 as manager, color tv development, most recently was manager of sales planning and development, Radio-Victrola.

**Otto A. Fohl** to division marketing research manager at Chesebrough-Pond's, Inc. Prior to joining company he was a Ted Bates & Co. research group head.

**Lorris J. Spokane** joined the Philadelphia National Bank as director of advertising and public relations. Formerly he served as coordinator and supervisor of advertising at Mellon National Bank Trust Co., Pittsburgh.

**George O. Cutter**, **Stephen J. Griffin** and **Fred L. Willis** elected presidents of the Gillette Co. Cutter and Griffin will join the Gillette Products Group, Cutter in area of manufacturing and product development and Griffin merchandising and administration. Willis will be on the staff of All Other Products Group. Most recently, Cutter and Griffin served as vice presidents of Gillette Safety Razor Co., while Willis has been president in charge of market-development for The Ioni Co. since 1962.

**Lewis L. Beard, Jr.**, joins Reynolds Metals Co. as program supervisor, building products advertising and sales promotion. Since 1962, he's been with Place Homes, South Bend, Ind., in a similar capacity.

**James H. Luthier, Jr.**, named vice president, legal affairs, of Glenbrook Laboratories, proprietary drug division of Sterling Drug. Prior to joining the legal department of Sterling Drug in 1955, he was associated with Donovan, Leisure, Newton & Irvine. He is chairman of the National Relations Committee of the Proprietary Association, serves on the Pharmaceutical Manufacturers' Assn. law committee.

**David M. Lilly**, president of the Toro Manufacturing Corp., Minneapolis, elected member of the board of directors of General Mills.

**Albert Floersheimer, Jr.**, appointed to new post of executive assistant to Sheldon Gunsberg, executive vice president of Walter Reade-Sterling, Inc. Was director of advertising and publicity.

**Stewart D. Zive** and **Ron F. Nolan** appointed sales managers for the electric appliance division of Ronson Corp. In the Midwest, Zive replaces Elliott Mesinger, recently named national sales manager for Ronson's Lighter, LP Gas Products and Packaged Items Division. In the East, Nolan succeeds **George Keyko**, recently elevated to national sales manager of the electric appliance division. Zive and Nolan were formerly sales representatives.

**Richard J. Lord** appointed to new post of vice president in charge of creative services at Warwick & Legler, Inc. Prior to joining the agency earlier this year as vice president and copy chief, he was with Benton & Bowles.

**Paul W. Walsh** and **Charles Blakemore** named creative director and vice president, assistant creative director, respectively, of Compton Advertising. Formerly Walsh served as vice president-assistant creative director, and Blakemore as group head for the agency.

**Ronald W. Brown**, senior account executive, appointed vice president and account supervisor at Street & Finney, Inc.

**Francis X. O'Beirne** appointed to newly created post of senior art director at Roche, Riekerd, Henri, Hurst, Inc. He has been a member of the agency's art staff for the past 19 years.

**Donald Raunmaker** to the John W. Shaw Advertising Agency as account supervisor for Lake Central Airlines and Country Club Malt Liquor. Formerly he was assistant director of advertising for Pearl Brewing Co. of San Antonio, Tex., and St. Joseph, Mo.

**Arthur F. Jones** joined Robert A. Becker, Inc. as assistant account executive. Formerly with Robert I. Wilson, Inc.

**Josef Sedelmaier** advanced to senior art director at Clinton L. Frank, Inc. He joined the agency as an art director in 1962, after five years with Young & Rubicam.

**Dr. David B. Learner** named director of research at Batten, Barton, Durstine & Osborn, Inc., succeeding **Dr. Clark L. Wilson**, who was appointed Ford Foundation Visiting Professor of Business Administration and member of the faculty, Graduate School of Business, Harvard University. Since joining BBDO in 1960, Learner has been associate director of research department, was named manager in 1962.



George O. Cutter



Stephen J. Griffin



Fred L. Willis



Dr. David B. Learner



## SPONSOR SPOTLIGHT

**Charles D. Dunkin, Jr.**, to Norman, Craig & Kummel, Inc., as senior vice president and account supervisor. Was chairman of the marketing plans board at McCann-Erickson.

**Edward McCabe** and **Robert Wilvers** join Carl Ally, Inc., New York, as copy group head and art director, respectively. McCabe was with Young & Rubicam, Wilvers with Benton & Bowles.

**Dean Lierle, Jr.** joined Campbell-Ewald Co., New York, as creative director. A former vice president and creative director with Botsford, Constantine & Gardner, he has most recently been copy director of Griswold-Eshleman, Cleveland.

**Joseph A. Tery** named vice president of Wendell P. Colton division of Wesley Associates. Formerly he was vice president of Geyer, Morey, Ballard, Inc., and vice president of The Caples Co.

**John H. Gordy** named to copy-writing staff of Beaumont, Heller & Sperling, Inc., Reading Pa. Formerly he was feature writer for the *Philadelphia Bulletin*, and editor of company publications for Scott Paper Co.

**Roger H. Keyser** and **Herbert H. Clark**, acting group heads in the art department, Ted Bates & Co., elected vice presidents. Keyser joined Bates in 1959 as an art director. Prior to association with the agency in 1963 as an art director, Clark was art director for Needham, Louis & Brorby, Inc., and Erwin Wasey, Ruthrauff & Ryan, Inc.

**Thomas W. Downer, Jr.** to Campbell-Ewald Co., Los Angeles, in its radio and television programming department. He comes to the agency from CBS where he was in charge of continuity and practices of good taste for all programs and commercials.

**Mrs. Mary Ann Brelje** named senior media generalist of Gardner Advertising Co., St. Louis. Formerly she was estimator and media generalist.

**Dick Stern** joined Leber Katz Paccione, Inc., New York, as an account executive. Was vice president and manager of Fletcher Richards, Calkins & Holden's Atlanta office.

**Robert D. Cote** to the media department of Earle Ludgin & Co., Chicago. Formerly assistant to the media director of D'Arcy Advertising Co., Chicago.

**Ronald S. Klein**, previously a freelance producer-director, joined Edward H. Weiss & Co., Chicago, as television radio producer.

**Harvey M. Andersen** to director of marketing and research departments of Wade Advertising. He joined the agency in 1962 as director of marketing.

**Robert M. Silverman** joined Grant Advertising, Chicago, as an account executive. For the past two years he was advertising manager for St. Regis Paper Co., Chicago.

**Dr. Peter Langhoff** named to new post of senior vice president for corporate plans and analysis at Young & Rubicam. Since joining the agency in 1946 he served as manager of the research department, director and, most recently, as vice president.

**Kip Cohen**, **Jack Koehler** and **Albert P. Molinaro** appointed senior vice president and director of new business plans and development, senior vice president and director of operations, and senior vice president and director of client service, respectively, for Robert Becker, Inc. **Joe Lauber**, **Norm Franklin** and **Joseph Goodyear** appointed vice presidents and general creative director.

**Cleon Nettles** to the account service group at Jack T. Holm & Associates. For the past three years he's been media manager with a marketing-advertising-public relations agency.

**Henry Alfaro** joins the public relations staff of MacManus, Jr. & Adams, Inc., as an account executive. He comes to the agency from Security First National Bank, Los Angeles, where he was neighborhood bureau manager for four years.

## TIME/Buying and Selling

**Joseph P. Foley** joins Bern Howard & Co., New York, as account executive. Formerly with the Bolling Co. and Paul H. Rimer Co.

**Donald C. Bowen** to Blair Television, San Francisco, as a sales executive. Former sales manager for WBKB-TV Chicago, and account executive at ABC-TV Spot Sales.

**Albert A. Altmark** and **J. Foley** named assistant to the president and manager of the expansion division in charge of company shipments, respectively, for Chas. Michelson, Inc. Formerly Altmark served as a practicing attorney specializing in contract and copyright law. Foley was previously with Bankers Trust Co., New York.



Roger H. Keyser



Herbert H. Clark



Robert Silverman



Dr. Peter Langhoff



Albert A. Altmark



Jack Koehler





Robert Dickenson



Burt Lambert



William Rubens



Tom M. Percer

Robert Dickenson joined the sales staff of Peters, Griffin, Woodward, Inc., Los Angeles. He goes to the rep firm from Metropolitan Broadcasting Sales, Chicago, where he was an account executive.

## V MEDIA

Burt Lambert named vice president and general manager of LAS-TV Las Vegas. He recently signed as vice president of RKO Broadcasting and WOR-TV New York.

Jacqueline Bahhin named executive producer of dramatic programs for CBS-TV New York. Comes to the network from Talent Associates-Paramount Ltd., where she produced such programs as "Show the Week."

Jack Davies named regional sales manager for KIRO-TV Seattle. For the past three years he's been at KING-TV Seattle as account executive.

John Rock appointed director of new projects, business affairs, for CBS-TV Hollywood. He joined the CBS Law Department in 1960, became assistant to the director of business affairs in 1962.

Frederick R. Menzies becomes station manager of WHEN-TV Syracuse, N. Y. Since associated with the station in 1952 he's served as local and national sales representative and, most recently, as commercial manager.

John N. McDaniels named midwestern sales manager of WGN-TV Chicago. Prior to joining the station in 1963 as an account executive he was an account exec with WNDU-TV and the Illinois Bell Telephone Co., both South Bend.

William Rubens elevated to director, marketing services, owned stations and spot sales division, NBC-TV. Since joining the network in 1955 he served as assistant supervisor and supervisor of ratings, manager of audience measurement and director of research.

Tom M. Percer joined WHNT-TV Huntsville, Ala., as vice president and general sales manager. Former general sales manager of WAPI-TV and WBRC, both Birmingham.

John Rohrbach, Jr., named assistant sales manager of WJZ-TV Baltimore. For the past three years he was account executive with Television Advertising Representatives, prior to that timebuyer at J. Walter Thompson and Needham, Louis & Brorby.

Leon R. Brooks named vice president and general counsel of CBS, heading network's law department. Joining the company in 1950 as Washington attorney, he became assistant general attorney in 1961.

James W. Grau appointed manager, advertising and promotion, for WNBC-TV and Radio New York. He comes to the station from WNEW New York, where he has been director of advertising.

Harry C. Folts, account executive in ABC-TV sales department, retired after ten years. Prior to joining the network in 1954 he was general manager of WINS New York, sales manager of WIW Cincinnati, account executive in Crosley's New York office.

Marie Margaret Winthrop appointed east central area vice president for American Women in Radio and Television, Inc. She is president of Tech Agency, Inc., Detroit.

## RADIO MEDIA

Harry N. Handley named promotion director for WIS Chicago. He comes to the station from National Aeronautics and Space Administration, Cape Kennedy, Florida, where he served as presentations specialist.

William T. Arrington named acting secretary-treasurer for the South Carolina Broadcasters Assn. He is station manager for WMRB Greenville, S. C.

Monte Cook to promotion director of KVOO Tulsa, Okla. For the past two years he was publicity coordinator for the Oklahoma Blue Cross and Blue Shield, was in newspaper work before that.

Carl P. Lanci appointed account executive for KYW Cleveland. Comes to the station from the *Detroit Free Press* where he was advertising manager for the rotogravure section and Southwest retail manager for the past nine years.

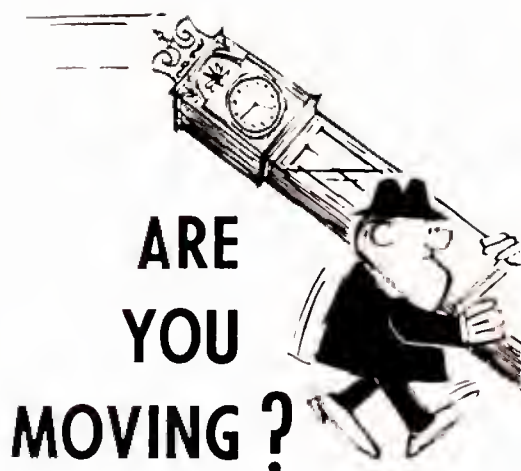
George Allen named sales director of KRHM-FM Los Angeles. Formerly associated with WOC Davenport, Iowa, and KWIZ-AM-FM Santa Ana, Calif.

Squire D. Rushnell and James D. Tiverson, Jr., named assistant program manager and producer of the "Contact" program for WBZ Boston. Rushnell joined the station in 1962 as production supervisor, was promoted to producer of *Program PM*. Tiverson has served the station as production supervisor since 1962.

J. Courtney McGroarty, Jr., joined WCBS New York as an account executive. He was formerly associated with WPAI Paterson, N. J.

Jonas Termin named station manager for WFBG-FM Altoona, Pa. He is currently promotion manager for WHYI Carlisle, Pa.

Jerry L. Kunkel appointed operations manager for WIBC Indianapolis. Since joining the station in mid-March he has served as air personality and production director.



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## CALENDAR

### JULY

**Advertising Assn. of the West**, annual convention, Sun Valley, Idaho (5-9).

**National Broadcast Editorial**, second annual conference, Arden House, New York (6-8).

**Advertising Federation of America**, sixth annual seminar in marketing, management and advertising, Harvard Business School, Boston, Mass. (to July 10).

**National Food Brokers Assn.**, mid-year management conference, Seattle (12-15).

**National Institute for Audio-Visual Selling**, annual convention, Indiana University, Bloomington (12-16).

**Texas Assn. of Broadcasters**, college career guidance program in cooperation with University of Texas, Austin, Tex. (12-18).

**British Institute of Radio Engineers and Institute of Electrical and Electronic Engineers**, international conference on magnetic recording, Savoy Plaza, London, England (12-18).

**National Housewares Mfrs. Assn.**, exhibit, Merchandise Mart, Chicago (13-17).

**Broadcast Pioneers**, annual meeting, Hamilton Suite, Hotel Barclay, New York City (15).

**Advertising Federation of America**, management seminar, Northwood Institute, Midland, Mich. (20-31).

**Western Packaging Exposition**, Pan Pacific Auditorium, Los Angeles (21-23).

**New York State Broadcasters Assn.**, third annual executive conference, Cooperstown, N. Y. (28-31).

**Annual Summer Workshop in Television and Radio**, New York University, New York (29-Aug. 7).

### AUGUST

**Georgia Assn. of Broadcasters** forum on CATV and Pay-TV, Riviera Motel, Atlanta, Ga. (4).

**Georgia Broadcast Executives Management Seminar**, Georgia State College, Atlanta, Ga. (9-15).

**South Carolina Broadcasters Assn.** summer convention, Ocean Forest Hotel, Myrtle Beach, S. C. (16-18).

**National Assn. of Broadcasters** cooperation with the Radio Advertising Bureau and Television Bureau Advertising, sales management seminar, Stanford University, Stanford Calif. (16-22).

**Desilu Inc.** annual stockholder meeting, Hollywood, Calif. (18).

**West Virginia Broadcasters Assn.** fall meeting, The Greenbrier, Wheeling, W. Va. (27-30).

### SEPTEMBER

**National Assn. of Broadcasters** program study committee, radio programming clinic, Rickey's Hyatt House, Palo Alto, Calif. (18).

**National Assn. of Broadcasters** program study committee, radio programming clinic, Chicago Plaza Motor Hotel, Memphis, Tenn. (21).

**National Assn. of Broadcasters** program study committee, radio programming clinic, Palm Town House Motor Inn, Omaha, Neb. (23).

**Electronic Industries Assn.**, fall meeting, Statler-Hilton Hotel, Boston, Mass. (23-25).

**Minnesota Broadcasters Assn.**, fall meeting, Sheraton-Ritz Hotel, Minneapolis, Minn. (24-26).

**Advertising Federation of America** fifth district convention, Commodore Perry Hotel, Toledo, Ohio (17-19); sixth district convention, Indiana University, Bloomington, Ind. (20-26); tenth district convention, Robt. Driscoll Hotel, Corpus Christi, Tex. (24-26).

**National Assn. of Broadcasters** program study committee, radio programming clinic, Hilton Inn, Tarrytown, N.Y. (25).

**Utah Broadcasters Assn.**, convention, Royal Inn, Provo, Utah (25-27).

### OCTOBER

**Advertising Research Foundation** annual conference, Commodore Hotel, New York (6).

**National Assn. of Broadcasters** fall regional conferences: Hotel Utah, Salt Lake City, Utah (12-13); Statler Hilton, Los Angeles, Calif. (14-16); Skirvin Hotel, Oklahoma City, Okla. (19-20); Fort Des Moines, Des Moines, Iowa (22-23); Hotel Junior, New Orleans, La. (26-27).

**American Assn. of Advertising Agencies**, western meeting, Ambassador Hotel, Los Angeles, Calif. (30).



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VARIETY said . . .

" . . . basically the same personality lineup . . . but with a new tempo, a new design in program segments, and a more contemporary attitude towards pop music . . .

"Among the more significant changes are . . . all-night programming with a jazz stanza from 1-5 a.m. helmed by Jim Hill . . . the installation of a three and a half hour afternoon block jockeyed by newcomer Chuck Benson . . . and the abbreviation of local news into three minute morsels every half hour . . . keep the broadcasting procedure moving fast and lively.

"Except for Benson and Hill, the personality lineup is as before . . . with Henry Cooke, Jim Conway, John Doremus, Norman Ross and Jack Egan the main guns. The hour-long news wrapup at 6:30 p.m. remains, as does NBC news on the hour and other network features."

BILLBOARD said . . .

"The over-all sound may be termed 'Standard-pop,' with emphasis on up tempo, new versions of standards and pop standard new singles. Unlike many standard and conservative formatted stations, the 'Q' sound features plenty of vocal and instrumental music, and the most modern production and programming techniques.

BROADCASTING said . . .

"WMAQ Chicago brightened its over-all format . . . with interpreted production techniques and new staging of most of its regular personalities and program concepts plus some new programs."

HERB LYON'S "TOWER TICKET" said . . .

"WMAQ (NBC radio, Chicago) is off and running with its 'New Q' format and it crackles along. Watch those ratings."

MAGGIE DALY'S "DALY DIARY" said . . .

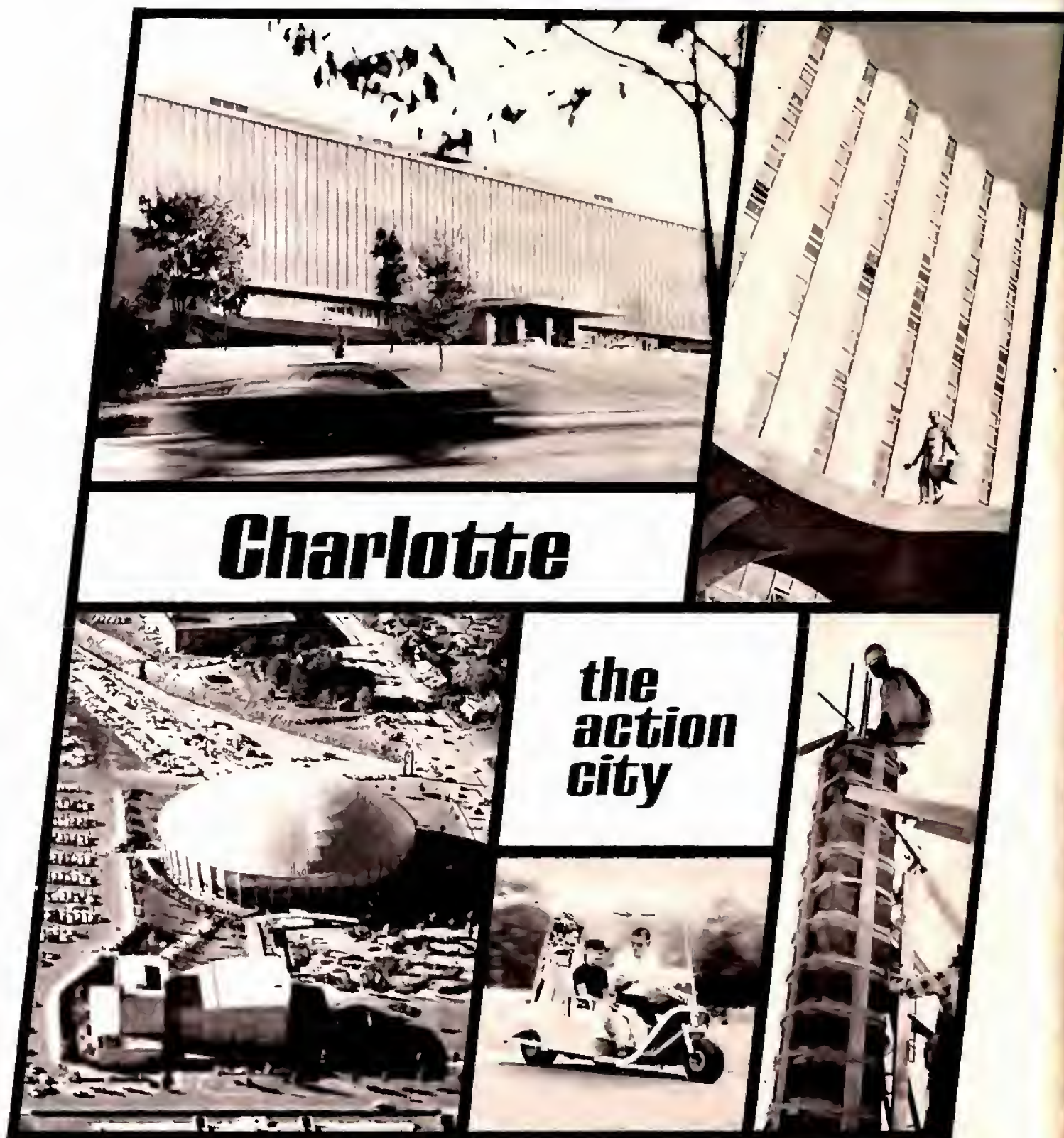
"WMAQ (NBC radio, Chicago) which has started with its 'New Q' set p s i d e to be a smasher."

It's the Sound Chicago Chose





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